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FAIRCHILD

FACT FILE

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Department Store Sales

FAIRCHILD FACT FILE

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E. B. Gold, Manager
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INTRODUCTION

This report summarized information on the number of stores operated and sales of traditional department stores, as well as selected larger apparel specialty stores, listed by city, state and region of the U.S. The sales figures are for the year 1983, or closest fiscal period, based on published figures or best available trade sources, including the Fairchild trade newspapers, Dun & Bradstreet, the National Retail Merchants Association and other trade information.

A separate listing is included of the department stores with a volume of $50 million or more (based on buying headquarter locations) for which data are available. An additional list is included of the major national/regional chains selling general merchandise and also a list of the traditional department stores and apparel stores operated by conglomerate corporations.

The Standard Industrial Classification (SIC) Manual defines department stores as establishments normally employing 25 people or more, having sales of apparel and soft goods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linens and dry goods

To qualify as a department store, sales of each of the above listed lines must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceeds the maximum percent of total sales, provided that the combined sales of the other two groups are $1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group.

To an increasing extent, however, department stores are diversifying their activities, opening specialty store units, off-price outlets, etc., or becoming part of conglomerate operations active in a number of different types of businesses. This has, of course, added to the difficulty of isolating department store volume from consolidated sales data.

NOTE: This report includes only those stores for which sales data, believed to be reasonably accurate, are available. The sales estimates reported may differ markedly from estimates reported for previous years. This may be due, however, not to an actual gain or loss in volume of the magnitude indicated but to differences in the compilation of estimates. Since revisions in earlier estimates may be in order, year-to-year comparisons in sales figures are not recommended.

Fairchild Market Research Division
Audrey S. Balchen, Director

SUMMARY OF AVAILABLE SALES FIGURES FOR DEPARTMENT STORES, 1983* BY REGION

NORTHEAST	APPROX. SALES (Millions of $)
CONNECTICUT	
Bridgeport	
Read's Department Stores (Allied Stores, New York, N.Y.) (6 stores: Conn. 5, N.Y. 1)	$ 85.0
Skydel's Inc. (1 spec. store)	5.0
Greenwich	
D.W. Rogers Inc. (1 spec. store)	3.0
Hartford	
G. Fox & Co. (May Dept. Stores, St. Louis, Mo.) (8 stores: Conn. 6, Mass. 1, R.I. 1)	174.1
Sage-Allen & Co. (12 Conn. jr. dept. stores)	61.7
Middletown	
Shapiro's (1 store)	6.0
MAINE	
Brunswick	
W.F. Senter Co. (1 store)	3.0
Damariscotta	
R.H. Reny, Inc. (13 Maine stores)	9.8
Freeport	
L.L. Bean (Mail order business plus one store with estimated sales of about $30 million)(Selling space of store was expanded in 1983)	250.0
Portland	
Porteous Mitchell & Braun Co. (5 Maine stores)	37.0
MASSACHUSETTS	
Attleboro	
London's, Inc. (2 stores plus 3 specialized outlets outside of Attleboro)	5.0
Boston Area	
Filene's (Federated Department Stores, Cincinnati, Ohio) (14 department stores: Mass. 10, N.H. 2, Maine 1, R.I. 1) (Stores were opened in Newington, N.H. and Portland, Me. in 1983. Crystal Mall, Waterford, Conn. store was opened in Sept. 1984. A store in Albany, N.Y. will be opened in 1985)	292.5

(Boston Area continued)

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*A number of apparel specialty stores for which sales estimates are available are also included in this report. All reported sales figures are for the year 1983, or closest fiscal period, based on published figures or best available trade estimates.

DEPARTMENT STORE SALES

NORTHEAST

	APPROX. SALES (Millions of $)
MASSACHUSETTS	
Boston Area (continued)	
Filene's Basement, Wellesley (established as a separate division in Jan. 1984) (14 stores in Mass., N.H., N.Y. and Conn.) (Stores were opened in Boston and in Paramus, N.J. in 1984)	$ 151.2
Harvard Coop., Cambridge (6 stores, including 5 on major campuses in Boston and Cambridge, 1 in downtown Boston) (Volume excluding books = $10 mil.)	45.0+
Jordan Marsh (Allied Stores, New York, N.Y.) (16 stores: Mass. 12, Me. 1, N.H. 2, R.I. 1) (A store in Waterford, Conn. was opened in July 1984. A store will be opened in Albany, N.Y. in 1985; in N.H. in 1986)	470.0
The Talbot's, Hingham, Mass. (General Mills Inc., Minneapolis, Minn.) (Catalog headquarters. Also operates 33 specialty stores)	100.0+
(Neiman Marcus opened a store in Copley Place, Boston, Feb. 1984. Projected 1st year volume: $21 million)	
Pittsfield	
England Brothers, Inc. (3 Mass. stores)	10.0
Salem	
Jerry's Department Stores (operates Jerry's and Rich's Department Stores (16) in Me., Mass., N.H.)	60.0
Springfield	
Albert Steiger, Inc. (8 stores: Mass. 7, Conn. 1)	55.0
Waltham	
Grover Cronin, Inc. (1 store)	12.0
NEW HAMPSHIRE	
Laconia	
O'Shea's Dept. Store (1 store)	5.0
NEW JERSEY	
Burlington	
Burlington Coat Factory (51 stores in Northeast, plus Ohio and Tex.)	255.3
Lakewood	
Reynolds Bros., Inc. (5 N.J. specialty stores)	8.0
Newark	
Bamberger's (R.H. Macy & Co., New York, N.Y.) (23 stores: N.J. 14, Pa. 5, N.Y. 1, Del. 1, Md. 2; plus Furniture Clearance and Auto Centers) (In Aug. 1984, Bamberger's opened a home store in Eatontown, N.J.; in Oct. 1984, a home store in former Clearance Center. A number of Bamberger stores have been remodeled, including Paramus, Livingston and Willowbrook, N.J. There are plans to open 2 more stores in Baltimore; possibly 2 in Wash., D.C.)	1,125.0
Hahne & Co. (Associated Dry Goods, New York, N.Y.)(8 N.J. stores)	115.0

DEPARTMENT STORE SALES

NORTHEAST

	APPROX. SALES (Millions of $)
NEW JERSEY	
Ocean City	
Stainton's Department Store (1 store)	$ 6.0
Paramus	
Stern's (Allied Stores, New York, N.Y.) (17 stores: N.Y. 10, N.J. 7)	350.0
Paterson	
Jacobs Department Store (1 store)	10.0
Meyer Brothers (2 N.J. stores)	4.1
NEW YORK	
Amherst	
Jenss Dept. Stores (2 N.Y. stores)	10.0
Buffalo	
Adam, Meldrum & Anderson (10 N.Y. stores)	103.0
L.L. Berger, Inc. (7 N.Y. specialty stores)	17.0
The Sample, Inc. (10 N.Y. specialty stores)	22.0
Elmira	
S.F. Iszard Co., Inc. (3 N.Y. stores)	12.0
Rosenbaum's of Elmira, Inc. (3 N.Y. specialty stores)	4.0
Gloversville	
Argensinger's Dept. Store, Inc. (2 general mdse. stores, 8 specialty stores in N.Y.)	4.4
Jamestown	
Bigelow's Dept. Stores (Jamestown-Bigelow Co.) (1 department store. Also operates 2 specialty stores)	3.0
Kingston	
Britts Dept. Store Corp. (Harjack-Kingston Inc.) (1 store)	6.5
Latham	
Interstate Department Stores, Inc. (Toys "R" Us, Rochelle Park, N.J.) (Operates 2 Boston Stores in N.Y., 2 The Fair Stores, Mich.)	37.0
Liberty	
Sullivan Dept. Store (2 N.Y. stores)	15.0
New York City Area	
Abraham & Straus, Brooklyn (Federated Dept. Stores, Cincinnati, Ohio) (15 stores: N.Y. 9, N.J. 4, Pa. 2)	731.8
Alexander's Dept. Stores, Inc. (15 discount stores: Conn. 1, N.J. 2, N.Y. 12) (Fiscal year adjusted)	516.9

(New York City Area continued)

DEPARTMENT STORE SALES

NORTHEAST

NEW YORK

New York City Area (continued)

	APPROX. SALES (Millions of $)
B. Altman & Co. (The Altman Foundation, New York, N.Y.) (7 stores: N.Y. 3, N.J. 2, Pa. 2) (Sold in 1984 to Zimmerman Investment Group to comply with Federal tax laws)	$ 201.3
Flagship store, Fifth Avenue	106.6
Barney's (1 N.Y. specialty store. Expansion is underway.)	60.0
Henri Bendel (1 store, not incl. catalog sales)	26.0
Bergdorf Goodman (Carter Hawley Hale, Los Angeles, Calif.) (1 specialty store in N.Y.C.)	75.0+
Bloomingdale's (Federated Dept. Stores, Cincinnati, Ohio) (13 full-line department stores: N.Y. 4, N.J. 2, Va. 1, Md. 1, Pa. 2, Conn. 1, Mass. 1, Tex. 1; plus 1 homefurnishings specialty store in Mass.)	787.9
(A store in Valley View Center, Dallas, was opened in Oct. 1983; volume expected in 1st year: $57 million. A Miami, Fla. store was opened in 1984; expected 1st year volume: $45 million. In 1987, Bloomingdale's plans to open a store in Chicago--its first Midwestern store; and will also open a store in Boca Raton, Fla. Meanwhile, a 3-year renovation program to enlarge the flagship store in N.Y.C. is underway.)	
Bonwit Teller (Allied Stores, New York, N.Y.) (14 stores: Mass. 1, N.Y. 3, N.J. 1, Pa. 2, Ill. 2, Mich. 1, Fla. 2, Calif. 2)	125.0
(Bonwit opened a Palm Desert, Calif. store in Oct. 1983, which is expected to reach a volume of $10-$15 million in its 1st full year. A store in Country Club Plaza, Kansas City, Mo.--in a former Harzfeld's unit--was opened by Bonwit in Nov. 1984. The 1st full year's volume for this store is expected to reach $12 million)	
Gimbels East (Batus Inc., New York, N.Y.) (21 stores: N.Y. 7, Conn. 2, N.J. 3, Pa. 9)	450.0
New York City area	270.0
(The 86th St. store is undergoing extensive renovation)	
Loehmann's Inc. (Associated Dry Goods Corp., New York, N.Y.) (67 off-price women's specialty stores)	295.0
Lord & Taylor (Associated Dry Goods Corp., New York, N.Y.)(41 stores: Conn. 2, D.C. 1, Fla. 5, Ga. 1, Ill. 7, Md. 1, Mass. 3, Mich. 4, N.J. 2, N.Y. 5, Pa. 2, Tex. 6, Va. 2)	650.0
(In Feb. 1984 L&T opened a 4th Houston store, at West Oaks Mall; a 5th Fla. store, at Coral Springs, was opened in the Fall. L&T plans to open 3 Fla. stores in 1985--in Dadeland, Miami International and Boynton Beach. In 1986-1987, stores will be opened in Boca Raton, Fla.; Atlanta, Ga.; San Antonio, Tex. and New Orleans, La.)	
Macy's New York (R.H. Macy, New York, N.Y.) (17 department stores: N.Y. 14, Conn. 2, Fla. 1; plus furniture and auto repair centers)	1,125.0
Herald Square flagship	350.0

(New York City Area continued)

DEPARTMENT STORE SALES

NORTHEAST

NEW YORK

	APPROX. SALES (Millions of $)
New York City Area (continued)	
Macy's (continued)	
(The Adventura Mall, Fla. store which was opened in Oct. 1983 is expected to reach a volume of almost $60 million in its 1st full year. Two Houston, Tex. stores were opened, in July and in Oct. 1984. A 3rd Houston store and Macy's 1st Dallas store are to be opened in 1985.)	
Mays (J.W. Mays Inc.) Brooklyn, N.Y. (4 stores)	$ 75.0
Ohrbach's (AMCENA Corp., New York, N.Y.)(12 specialty stores: N.Y. 3, N.J. 3, Calif. 6)	180.0
Saks Fifth Avenue (Batus Inc., New York, N.Y.) (38 stores: N.Y. 4, Ariz. 1, Calif. 9, Conn. 1, Fla. 4, Ga. 1, Ill. 3, La. 1, Md. 1, Mass. 1, Mich. 3, Mo. 2, Nev. 1, N.J. 2, Ohio 2, Pa. 2, Tex. 3)	810.0
(A Cincinnati, Ohio, store was opened in March 1984; expected 1st year volume: $15 million.) A Dadeland, Miami, Fla. store was opened in Nov. 1984; Fort Worth and San Antonio store openings are planned.)	
Niagara Falls	
Beir Bros. Inc., Rainbow Center (1 specialty store)	7.0
Olean	
Bradner's, Inc. (1 store)	3.5
Oneonta	
Bresee's Oneonta Dept. Store (1 store)	6.0
Patchogue	
Swezey & Newings, Inc. (3 N.Y. stores)	20.0+
Rochester	
B. Forman & Co. (McCurdy & Co., Rochester) (8 N.Y. specialty stores)	20.0
McCurdy & Co. (7 N.Y. department stores)	55.0
Sibley, Lindsay & Curr (Associated Dry Goods, New York, N.Y.) (14 N.Y. department stores)	175.0
Schenectady	
The Carl Co. (7 N.Y. stores)	28.0
Seaford	
Mid-Island Department Stores (7 Long Island specialty stores)	30.0
Syracuse	
The Addis Co. (4 N.Y. stores)	10.0
Chappell's Dept. Store, Northern Light Shopping Center (7 N.Y. stores)	30.0
Dey's (Allied Stores Corp., New York, N.Y.) (4 N.Y. stores)	45.0

(Hess's, Allentown, Pa., opened 2 stores--in Camillus Plaza Mall and Fayetteville Mall, in Aug. 1984. Expect a combined volume of $20 million in 1st year of operation)

DEPARTMENT STORE SALES

NORTHEAST

	APPROX. SALES (Millions of $)
NEW YORK	
White Plains	
Howland-Steinbach-Hochschild (Supermarkets General, Woodbridge, N.J.) (Operates Howland's--19 stores (Conn. 6, N.H. 1, N.Y. 11, Mass.1); Steinbach's--6 stores in N.J.; Hochschild--4 stores in Md.) (In 1984 the Hochschild unit at Reistertown Plaza, Baltimore was closed and the other Baltimore-area stores were sold to Hutzler's)	193.4
PENNSYLVANIA	
Allentown	
Hess, Inc. (Crown American Corp., Johnstown, Pa.) (32 stores: Pa. 26, Md. 1, N.Y. 5) (Hess's opened 2 stores in Syracuse, N.Y. area in 1984 which are expected to have a combined volume of $20 million in their 1st year of operation. Also plans to purchase 8-unit Rices Nachmans Dept. Store from Phillips Van Heusen)	253.9
H. Leh & Co. (3 stores)	20.0
Aston	
The Dry Goods (SCOA Industries, Columbus, Ohio) (6 gen. mdse. stores: Del. 3, N.J. 1, Pa. 2)	100.0
Easton	
Horn's Fashion Inc. (4 Pa. specialty stores)	3.0
Orr's Dept. Store (5 stores: Pa. 2, N.J. 3)	5.0
Greensburg	
Troutman's (Allied Stores Corp., New York, N.Y.) (7 stores) (Operation closed in January 1985. 2 stores will be converted to Pomeroy's units, Harrisburg)	25.0
Harrisburg	
Pomeroy's, Inc. (Allied Stores, New York, N.Y.) (5 Pa. stores, not including stores (8) operated out of Levittown, Pa.) (Pomeroy's will also operate 2 former Troutman stores. An additional store will be opened in April 1985 in Coventry Mall, near Pottstown, and the Reading, Pa. store will be closed.)	50.0
Havertown	
Weinberg's, Inc. (2 specialty stores)	4.0
Hazelton	
P. Deisroth's Sons (2 Pa. stores)	6.0
Indiana	
Brody Bros., Inc. (3 Pa. specialty stores)	5.0

DEPARTMENT STORE SALES

NORTHEAST

	APPROX. SALES (Millions of $)
PENNSYLVANIA	
Johnstown	
Glosser Bros. (1 store) (Also operates Gee Bee Discount Stores)	$ 11.0
Lancaster	
Watt & Shand (2 Pa. stores)	25.0
Levittown	
Pomeroy's, Inc. (8 stores: Del. 1, N.J. 1, Pa. 6)	80.0
Lewistown	
Danks & Co. (4 Pa. stores)	6.5
Philadelphia	
Strawbridge & Clothier (Operates department stores & discount variety stores--Clover Stores)	545.5
Department stores (12 stores: Del. 2, N.J. 3, Pa. 7)	335.0
John Wanamaker (Carter Hawley Hale, Los Angeles, Calif.)(15 stores: Del. 1, N.J. 2, N.Y. 1, Pa. 11)	360.0
Pittsburgh	
Gimbels-Pittsburgh (Batus Inc., New York, N.Y.) (7 Pa. stores)	160.0
Joseph Horne Co. (Associated Dry Goods, New York, N.Y.) (13 stores: Pa. 10, Ohio 3)	155.0
Kaufmann's Department Stores (May Department Store Co., St. Louis)(11 stores: Ohio 2, Pa. 8, W.Va. 1)	301.9
Reading	
Boscov's Dept. Stores, Inc. (10 stores: Pa. 8, Del. 1, N.Y. 1)	190.0
Scranton	
The Globe (Cleland-Simpson Co.) (Owned by John Wanamaker, Phila., Pa.) (1 store)	20.0
State College	
O.W. Houts & Son, Inc. (1 store)	6.5
Uniontown	
Metzler's Dept. Store (2 Pa. stores)	4.5
Warren	
Levinson Bros. (2 Pa. stores)	4.5
York	
S. Grumbacher & Sons, Inc. (17 stores in Md., W. Va., Ind., Pa., Ohio, operated under various names. Also operates a subsidiary, Fowler's, Binghamton, N.Y.)	50.0

DEPARTMENT STORE SALES

	APPROX. SALES (Millions of $)
NORTHEAST	
VERMONT	
St. Johnsbury	
Hovey's Shop, Inc. (2 Vt. general mdse. stores) (Also operates 3 specialty stores in apparel and footwear)	$ 3.0
NORTH CENTRAL	
ILLINOIS	
Bloomington	
Rolands of Bloomington, Inc. (2 Ill. stores)	5.0
Champaign	
Robeson's Inc. (1 store)	8.0
Chicago Area	
Carson Pirie Scott Department Store Division (24 stores in Ill. and Ind.)	343.0
(Plans to buy County Seat, women's apparel chain with a 1984 vol. estimated at $200 million, from SuperValu, Hopkins, Minn., have been reported, as well as plans to purchase Direct Response, a specialty chain with 1984 vol. estimated at $100 million. Three central Ill. stores will be closed in Jan. 1985: Peoria, Kewanee and Ottawa)	
Crawford Dept. Stores (3 Ill. stores)	14.0
Goldblatt Bros., Inc. (7 Chicago area stores)	24.5
Marshall Field (Batus Inc., New York, N.Y.)(21 stores: Ill. 17, Tex. 3, Wis. 1)	650.0
Chicago Div. (18 stores)	598.0
State Street	164.0
Water Tower Place (Enlarged in 1984, with the addition of a floor. Expects to increase volume to $60 million)	53.0
Southern Div. (3 Texas stores)	52.0
Meyer Bros. Dept. Store (1 store)	5.0
Spurgeon Mercantile Corp. (84 general merchandise stores operated in Ill., Ind., Ia., Mich., Minn., Wis.)	65.0
Charles A. Stevens (26 specialty stores)	70.0
Wieboldt Stores, Inc. (13 Chicago area stores)	181.4
Downtown store (State St.)	33.0

(Bloomingdale's, New York, plans to open its first Midwestern store, in Chicago in the Spring of 1987. Federated's new MainStreet Division opened 3 Chicago area stores in October 1984. Montgomery Ward will close its State St. flagship store in Jan. 1985.)

DEPARTMENT STORE SALES

NORTH CENTRAL

	APPROX. SALES (Millions of $)
ILLINOIS	
Columbia	
Weilbacher's Inc. (1 store)	$ 4.0
Elgin	
Ackemann Bros., Inc. (2 stores)	5.0
Joseph C. Spiess Co. (2 Ill. stores)	12.0
Granite City	
The Glik Co., Inc. (9 family clothing stores. Also operates a women's specialty store and a men's specialty store)	6.3
Peoria	
P.A. Bergner & Co. (26 stores: Ill. 23, Wis. 3)	204.0
Rock Island	
McCabe's (1 department store)	4.0
St. Charles	
Colson's Dept. Store, Inc. (2 apparel stores)	3.5
Tinley Park	
Gately's People's Store (1 store)	12.0
Waukegan	
Globe Dept. Stores (4 stores)	6.0
INDIANA	
Elkhart	
Ziesel Dept. Stores (2 stores)	4.8
Indianapolis	
L.S. Ayres & Co. (Associated Dry Goods Corp., New York, N.Y.) (13 stores in Ind.) (Merged with H. & S. Pogue, Cincinnati, Ohio (5 stores) in 1984)	225.0
The William H. Block Co. (Allied Stores Corp., New York, N.Y.) (9 stores)	75.0
(Giddings Jenny, Cincinnati, Ohio, opened a 2nd Indianapolis store in Aug. 1984 which is expected to reach a volume of $5.5 million in its 1st year)	
Knox	
Weinberg Stores, Inc. (2 stores)	3.2
LaPorte	
Levine's Boston Stores, Inc. (2 stores)	3.0
Lafayette	
Loeb's Inc. (4 stores: Ill. 1, Ind. 3)	6.8

DEPARTMENT STORE SALES

NORTH CENTRAL

	APPROX. SALES (Millions of $)
INDIANA	
Muncie	
Ball Stores, Inc. (3 Ind. stores)	$ 7.5
Richmond	
The Geo. H. Knollenberg Co., Downtown Promenade (1 store)	3.0
South Bend	
Deitch-Corson (3 Indiana stores)	15.0
Terre Haute	
Schultz & Co. (1 store)	4.0
Valparaiso	
J. Lowenstine & Sons, Inc. (1 store)	3.2
IOWA	
Cedar Rapids	
Armstrong's (2 Iowa stores)	20.0
Davenport	
Petersen-Harned-Von Maur, Inc. (10 stores: Ia. 9, Ill. 1)	50.0
Des Moines	
Younker's Dept. Store (Equitable of Iowa Companies, Des Moines) (26 dept. stores: Ia. 21, Ill. 1, Minn. 1, Neb. 2, S.C. 1; plus 3 home furnishings stores)	179.9
Oelwein	
Connors, Inc. (7 specialty stores)	3.0
MICHIGAN	
Bay City	
W.R. Knepp Co. (3 Mich. stores)	5.0
Detroit	
Crowley Milner (10 Michigan stores)	84.5
J.L. Hudson's (20 stores) (merged with Dayton's, Minneapolis, in May 1984. Now called Dayton Hudson Dept. Store Co., based in Minneapolis. Combined 1983 sales: $1.2 billion)	686.0
Escanaba	
The Fair Store (4 Mich. gen. mdse. stores)	3.0
Grand Rapids	
Herp's Co. (6 Mich. stores) (Allied Stores Corp., New York)	15.0
Paul Steketee & Sons (6 Mich. stores)	27.0

DEPARTMENT STORE SALES

NORTH CENTRAL

	APPROX. SALES (Millions of $)
MICHIGAN	
Jackson	
Jacobsons Stores Inc. (19 stores: Fla. 8, Mich. 10, Ohio 1)	$ 213.0
Kalamazoo	
Gilmore Brothers, Inc. (4 Mich. stores)	12.0
Mason	
Dancer's Fashions (26 specialty stores in Mich. and Ohio)	12.5
Saginaw	
W.C. Wiechmann Co. (3 Mich. stores)	10.0
MINNESOTA	
Duluth	
Duluth Glass Block Stores Co. (Mercantile Stores, New York, N.Y.) (1 store)	20.0
Wahl's Dept. Stores (2 stores)	4.0
Mankato	
Bretts Dept. Stores (5 Minn. stores)	11.0
Minneapolis	
Dayton's (13 stores: Minn. 9, N.D. 2, S.D. 1, Wis.1; plus 3 home furnishings stores. Merged with J.L. Hudson, Detroit, in May 1984, to form Dayton Hudson Department Store Co., headquartered in Minneapolis. Combined volume $1.2 billion) (A 14th store will be opened in Aug. 1985, in Bismark, N.D.)	514.3
Donaldson's (Allied Stores, New York, N.Y.) (9 stores: Ia. 2, Minn. 7)	105.0
Powers Dry Goods (Associated Dry Goods, New York, N.Y.) (7 Minn. stores)	48.0
Rochester	
Massey's (1 store)	3.5
St. Cloud	
The Fandel Co. (1 dept. store plus 2 specialty stores in Minn.)	5.0
G.R. Herberger's Inc. (27 stores: Minn. 10, Mont. 3, N.D. 4, S.D. 2, Neb. 4, Wis. 3, Wyo. 1)	75.0
MISSOURI	
Joplin	
Newman's (5 stores: Kans. 1, Mo. 2, Okla. 2)	23.0
Kansas City	
Hall's Merchandising, Inc. (Hallmark Cards, Inc., Kansas City) (3 stores)	35.0

(Kansas City continued)

	APPROX. SALES (Millions of $)
MISSOURI	
Kansas City (continued)	
The Jones Store Co. (Mercantile Stores, New York, N.Y.) (7 Mo. stores)	$ 174.1
Macy's Midwest (R.H. Macy, New York, N.Y.) (18 stores: Kans. 6, Mo. 6, Ohio 6. The downtown Toledo, Ohio store was closed in Jan. 1984)	225.0
(Mission, Kans. Home Store opened August 1984. This division will be consolidated into Davison's (Atlanta) Div. and will be called Macy's-Atlanta, Feb. 1985)	
(Harzfeld's was closed by Allied Stores in 1984. Bonwit Teller took over the Country Club Plaza unit and a volume of $12 million is projected for the 1st full year of operation.)	
Perryville	
Rozier Mercantile Co., Inc. (4 apparel specialty stores)	6.0
Poplar Bluff	
Roth's Department Stores, Inc. (4 stores: Mo. 1, Ky. 2, Tenn. 1)	3.0
St. Louis	
Famous-Barr Co. (May Department Stores, St. Louis. Mo.) (16 stores: Mo. 13, Ill. 3)	419.1
(Bought a Carson Pirie Scott, Peoria, Ill. store, effective Jan. 1985)	
Stix, Baer & Fuller (Associated Dry Goods, New York, N.Y.) (12 stores: Ill. 1, Kans. 1, Mo. 10)	150.0
(Acquired by Dillard, Little Rock, Ark. in Feb. 1984. To be operated as a separate division, Dillard's-Stix, St. Louis. The downtown St. Louis store will be closed temporarily for renovation, 2 additional stores will be built--in Columbia and in Jefferson City, Mo.)	
Springfield	
Heer's, Inc. (Allied Stores, New York, N.Y.) (2 stores)	15.0
NEBRASKA	
Fremont	
George Schweser's & Sons, Inc. (14 Neb. stores)	7.5
Lincoln	
Miller & Paine, Inc. (3 Neb. stores)	10.0
Omaha	
J.L. Brandeis & Sons (10 stores: Ia. 2, Neb. 8)	92.0
(Downtown Omaha store was replaced as the flagship by Crossroads Mall unit which was renovated in 1984)	
Philips Stores, Inc. (7 stores: Ia. 2, Neb. 5)	11.0
Richman-Gordman Stores, Inc. (12 stores: Ia. 4, Kans. 2, Neb. 6)	150.0

DEPARTMENT STORE SALES

NORTH CENTRAL

	APPROX. SALES (Millions of $)
NORTH DAKOTA	
Fargo	
deLendrecie's, West Acres Shopping Center (Mercantile Stores Co., New York, N.Y.) (1 store)	$ 15.0
OHIO	
Akron	
The M. O'Neil Co. (May Department Stores, St. Louis, Mo.) (10 Ohio stores)	155.6
Ashtabula	
Carlisle's (9 stores: Ohio, 5, Pa. 4)	50.0
Bowling Green	
Fred W. Uhlman & Co. (15 specialty stores: Ohio, 14, Ind. 1) (plus Uhlman's specialty shops in other areas)	20.0
Cincinnati	
McAlpin Co. (Mercantile Stores, New York, N.Y.) (Ohio operations: 7 stores; Kentucky operations: 2 stores)	250.0
H. & S. Pogue Co. (Associated Dry Goods, New York, N.Y.) (6 stores: Ohio 5, Ky. 1)	70.0
(Merged with L.S. Ayres, Indianapolis, Ind. in Nov. 1984.	
Kenwood Mall stores (being renovated)	15.0
Tri-County Mall	13.0
Shillito Rikes (Federated Department Stores, Cincinnati, Ohio) (14 stores: Ohio, 10, Ky. 4)	359.9
Tri-County Mall	25.0
(Saks Fifth Avenue, N.Y., opened a store in Cincinnati in March 1984. Volume in the 1st year is expected to reach $15 million)	
Cleveland	
The Higbee Co. (11 department stores in Ohio plus 1 budget store and 1 homefurnishings store) (The company is to be merged with Industrial Equity Ltd.)	245.6
The May Co. (May Dept. Stores, St. Louis, Mo.) (10 stores in Ohio)	212.4
Columbus	
F.& R. Lazarus (Federated Department Stores, Cincinnati, Ohio) (17 stores: Ohio 11, Ind. 5, W.Va. 1)	420.4
Dayton	
The Elder-Beerman Store Corp. (22 Ohio department stores plus 2 furniture stores and clearance centers)	209.3
East Liverpool	
D.M. Ogilvie & Co. (1 department store)	3.0
Lima	
Gregg's, Inc. (1 department store)	3.2

DEPARTMENT STORE SALES

NORTH CENTRAL

	APPROX. SALES (Millions of $)
OHIO	
Mansfield	
H.L. Reed Co. (1 specialty store)	$ 3.2
North Canton	
J.A. Conley Co. (12 stores)	10.0
Portsmouth	
Marting's Dept. Store (2 Ohio stores)	8.5
Springfield	
Edward Wren Store (Allied Stores Corp., New York, N.Y.)	10.0
Toledo	
The Lion Dry Goods Co. (Mercantile Stores Co., Inc., New York, N.Y.) (2 department stores, 1 Home Store, 1 Fashion Store)	95.0
(Macy's Midwest closed its downtown Toledo store in January 1984)	
Wooster	
H. Freedlander Co. (1 store)	6.0
Youngstown	
Strouss (May Dept. Stores, St. Louis, Mo.)(9 stores: Ohio 7, Pa. 2)	103.6
WISCONSIN	
Brookfield	
T.A. Chapman Co. (7 Wis. general merchandise and specialty stores)	12.0
Kohl's Department Stores (Batus Inc., New York, N.Y.) (31 value department stores: Wis. 23, Ill. 3, Ind. 5) (Plan to have 35 stores by end of 1984)	240 to 280
Green Bay	
H.C. Prange Co. (H.C. Prange Co., Sheboygan, Wis.) (19 department stores)	130.0
The White Store (3 specialty stores)	4.0
Madison	
Emporium of Madison (3 specialty stores)	3.0
Yost's Bros., Inc. (6 specialty stores)	6.0
Marinette	
Lauerman Bros. Co. (4 Wis. stores)	5.3
Milwaukee (Also see Brookfield)	
Boston Stores (Federated Department Stores, Cincinnati, Ohio) (9 stores)	130.9
Milwaukee flagship store	20 to 30
Gimbels-Midwest (Batus Inc., New York, N.Y.) (10 Wis. stores)	175.0
Downtown	35.0
A. Goldman & Sons (1 store)	4.0
Wisconsin Rapids	
Johnson Hills Dept. Stores (3 stores)	10.0

DEPARTMENT STORE SALES

SOUTH

	APPROX. SALES (Millions of $)
ALABAMA	
Anniston	
Hudson Dept. Stores (Belk Stores Services Inc., Charlotte, N.C.) (7 stores: Ala. 5, N.C. 1, Miss. 1)	$ 9.0
Birmingham	
Parisian, Inc. (11 specialty stores in Ala.)	136.6
(Huntsville, Ala. store opened Aug. 1984; expected volume 1st full year: $16-$17 million)	
Pizitz, Inc. (12 Ala. stores)	90.0
Huntsville	
Dunnavant's, Inc. (1 general mdse. store)	5.0
Mobile	
C.J. Gayfer & Co., Inc. Springdale Plaza (Mercantile Stores, New York, N.Y.) (12 stores: Ala. 3, Fla. 6, Miss. 3)	260.0
Montgomery	
Gayfers (Mercantile Stores, New York, N.Y.) (6 stores: Ala. 4, Ga. 2)	135.0
ARKANSAS	
El Dorado	
J.A. West Co. (15 stores in Ark., La., Mo., Okla. & Tex.)	24.0
Fayetteville	
Campbell-Bell, Inc. (2 stores)	5.5
Fort Smith	
Hunt Dry Goods Co., Inc. (8 stores: Ark. 6, Okla. 1, Tex. 1)	11.0
Little Rock	
M.M. Cohn (12 specialty stores in Ark., Okla., Tenn.)	50.0
Dillard Dept. Stores--Little Rock Div. (Dillard Dept. Stores, Inc., Little Rock, Ark.) (18 stores: Ark. 6, La. 4, Tenn. 5, Tex. 3)	250.0
Newport	
Van Atkins Stores (6 specialty stores in Ark. and Miss.)	4.6
DISTRICT OF COLUMBIA (Washington, D.C. area, including nearby Virginia and Maryland stores. Also see BALTIMORE, MD. listings)	
Garfinckel's (Allied Stores, New York, N.Y.) (10 specialty stores: D.C. 2, Md. 3, Va. 5)	100.0
Washington, D.C. flagship store (undergoing extensive renovation)	30.0
Hecht's (May Dept. Stores Co., St. Louis, Mo.) (23 stores: Md. 16, D.C. 1, Va. 6) (Central headquarters of Hecht's is to be moved from downtown store and this store will be closed in the Fall, 1985. A new store was opened in Metro Center in 1984. 1st year volume of this store is projected to $50 million)	

(Washington, D.C. Area continued)

DEPARTMENT STORE SALES

SOUTH	APPROX. SALES (Millions of $)
DISTRICT OF COLUMBIA	
Washington, D.C. Area (continued)	
Woodward & Lothrop (15 department stores: D.C. 1, Md. 10, Va.4; plus 1 Clearance Store) (It is reported that this store group will be acquired by Taubman Holdings, a Detroit Real Estate Developer . 1984 volume of downtown Wash., D.C. store is estimated at $35 to $40 million).	$ 403.6
FLORIDA	
Bradenton	
Beall's Dept. Stores, Inc. (28 apparel specialty stores in Fla.)	70.0
Jacksonville	
Body Shop (57 apparel specialty stores in the Southeast)	35.0
Furchgott's of Florida (3 apparel specialty stores)	25.0
May-Cohens (May Dept. Stores, St. Louis, Mo.) (6 Fla. department stores)	61.7
Miami-Palm Beach-Fort Lauderdale Area	
Burdine's (Federated Dept. Stores, Cincinnati, Ohio) (26 Fla. stores)	630.3
JByron's Department Stores (Jack Eckerd Corp., Clearwater, Fla.) (56 Fla. stores)	220.5
Jordan Marsh-Florida (Allied Stores, New York, N.Y.)(15 Fla. stores)	250.0

(Lord & Taylor opened a store in Aventura Mall, Miami, Jan. 1983 which was expected to reach $10 million in its first year, and a Fort Lauderdale store was opened in Oct. 1983 which was expected to reach $17 million. The Cutler Ridge branch does over $10 million. Macy's New York's branch in Aventura Mall opened in Oct. 1983, with 1st year volume expected to be close to $60 million. Saks Fifth Avenue, New York, plans to open a store in Dadeland in November 1984. Bloomingdale's opened a Miami store in August 1984 which is expected to reach $45 million in its 1st year.)

Pensacola	
Great Day Family Stores (18 stores: Ala. 4, Fla. 14)	4.5
Tampa-St. Petersburg	
Hubert Rutland Dept. Store (1 store), St. Petersburg	7.0
Robinson's of Florida (Associated Dry Goods, New York, N.Y.), St. Petersburg (7 Florida stores)	95.0
Maas Brothers, Inc., (Allied Stores, New York, N.Y.) (18 Florida stores)	308.0
Winter Park	
Ivey's Florida (Batus Inc., New York, N.Y.) (12 Florida stores)	100.0

DEPARTMENT STORE SALES

SOUTH

	APPROX. SALES (Millions of $)
GEORGIA	
Atlanta	
Davison's (R.H. Macy, New York, N.Y.) (13 stores: Ga. 12, S.C. 1) (A Gwinnett Place, Atlanta, Ga. store was opened in Feb. 1984. A store will be opened in Kennar, near New Orleans, La. in 1986 or 1987 which will be operated by Davison's under the Macy name. Macy's-Midwest (Kansas City) will be consolidated into Davison's (Atlanta) Div. in Feb. 1985. This will be called Macy's-Atlanta)	$ 325.0
H. Kessler & Co. (6 Ga. stores plus wholesaling operation)	14.0
Rich's (Federated Dept. Stores, Cincinnati, Ohio)(17 stores: Ga. 12, Ala. 2, S.C. 2; plus Outlet Home Store, Atlanta) (Rich's also operates 31 Richway Discount stores with a volume of $401.0 in 1983)	509.1
Sunshine Department Stores (6 stores)	7.0
Augusta	
J.B. White & Co. (Mercantile Stores, New York, N.Y.)(5 stores: Ga. 3, S.C. 2)	115.0
Columbus	
J.A. Kirven Co. (2 stores)	9.0
Covington	
White's Enterprises (1 store)	3.5
Duluth	
Parson's, Inc. (3 stores)	6.0
LaGrange	
Mansour's, Inc. (1 store)	7.0
Savannah	
Levy's of Savannah, Inc. (Allied Stores, New York, N.Y.)(2 stores)	7.0
KENTUCKY	
Ashland	
C.H. Parsons Co. (1 store)	7.0
Danville	
Hub Frankel Co. (1 store)	5.5
Louisville	
J. Bacon & Son (Mercantile Stores, New York, N.Y.)(6 stores: Ky. 5, Ind. 1 plus Root Dry Goods Store, Terre Haute, Ind.)	120.0
Lerman Brothers, Inc. (24 stores: Ind. 1, Ky. 23)	8.0
Levy Bros. Inc. (2 specialty stores)	5.0
Shapira Corp. (19 Ky. stores)	15.0
Snyders, Inc. (8 stores)	40.0
Stewart Dry Goods (Associated Dry Goods, New York, N.Y.) (7 stores: Ind. 1, Ky. 6)	80.0

DEPARTMENT STORE SALES

SOUTH

	APPROX. SALES (Millions of $)
KENTUCKY	
Owensboro	
S.W. Anderson Co. (2 stores)	$ 8.0
Vicco	
Martin's Department Stores (5 Ky. stores)	3.5
Whitesburg	
Dawahares Dept. Stores, Inc. (2 department stores in Ky. Also operates 16 specialty stores, 3 furniture stores)	38.0
LOUISIANA	
Alexandria	
Wellan's (3 specialty stores)	11.0
Baton Rouge	
Bart-Well, Inc. (operates 13 stores under the names Weill's Dept. Stores and Raymond's Dept. Stores)	8.0
Goudchaux/Maison Blanche Inc. (7 La. stores)	182.1
Lafayette	
Abdalla's Lafayette, Inc. (2 specialty stores)	12.0
Lake Charles	
Muller Co., Ltd. (Allied Stores Corp., New York, N.Y.) (3 stores)	7.0
Minden	
West & Co. of La., Inc. (25 genl. mdse. stores in Ala., Ark., La., Miss. & Tex. plus 7 discount centers)	38.0
New Iberia	
Wormser's (2 stores)	3.0
New Orleans	
The Leon Godchaux Clothing Co. (7 specialty stores: La. 6, Miss. 1)	35.0
D.H. Holmes Co., Ltd. (15 stores: Ala. 1, La. 12, Miss. 2)	253.8
Krauss Co., Ltd. (1 store)	22.0

(Saks Fifth Ave., New York, opened a store in New Orleans in Oct. 1983 which is expected to reach a volume of $15 million in 2 years. Lord & Taylor, New York, and Macy's New York will open stores in 1986)

	APPROX. SALES (Millions of $)
Ruston	
Lewis & Co., Ltd. (1 general mdse. store plus apparel specialty shops)	4.2
Shreveport	
Rubenstein's, Inc. (4 stores)	10.0

DEPARTMENT STORE SALES

SOUTH	APPROX. SALES (Millions of $)
MARYLAND	
Baltimore	
Brager-Gutman (2 general mdse. stores)	$ 6.0
L. Epstein (8 Md. specialty stores)	30.0
Goldenberg, Caplan, Pierce, Inc. (8 stores)	5.0
Hutzler's (8 stores)	90.0
(3 of these units will be converted to Hutzler stores, the 4th--Eastpoint Mall--is dependent on lease arrangements. In Oct. 1984 Hutzler's acquired the Sara Fredericks specialty chain which has a volume of $15 million in 10 stores)	
Hochschild, Kohn Inc. (Supermarkets General, Woodbridge, N.J.)	
(4 stores in Greater Baltimore area were sold in 1984 to Hutzler's; 3 small Hochschild, Kohn are in operation but Reistertown Plaza store has been closed)	
MISSISSIPPI	
Columbus	
Egger's Dept. Store, Leigh Mall (1 specialty store)	4.0
Hattiesburg	
Fine Bros.-Matison Co. (3 Miss. stores plus 2 specialty stores)	3.2
Jackson	
McRae's Inc. (14 Miss. department stores plus a shoe store)	146.6
(A store opened in 1984; 2 more planned for 1985 including a replacement store)	
Pascagoula	
Brumfield's (3 Miss. stores)	5.0
Tupelo	
R.W. Reed Co. (2 Miss. stores)	3.0
NORTH CAROLINA	
Burlington	
Belk-Beck Co. of Burlington (4 N.C. stores)	18.0
Charlotte	
Ivey's Carolinas (Batus Inc., New York, N.Y.) (13 stores: N.C. 12, S.C. 1)	115.2
Elkin	
Spainhour's Store (7 N.C. specialty stores)	6.0
Goldsboro	
Weil's (1 specialty store)	3.0
Kinston	
Brody Bros. Dept. Store (2 specialty stores)	3.0

DEPARTMENT STORE SALES

SOUTH

	APPROX. SALES (Millions of $)
NORTH CAROLINA	
Pembroke	
Pate's Supply Co. (1 store)	$ 3.0
Rocky Mount	
Baldwin Stores Corp. (13 stores: N.C. 11, Va. 2)	5.0
Shelby	
A.V. Wray & Six Sons Dept. Store (4 N.C. stores)	4.0
Whiteville	
Leder Bros. Dept. Stores (9 stores, incl. Leder-Potter Stores in N.C. & S.C.)	6.0
Winston-Salem	
Davis, Inc. (3 N.C. stores)	7.5
OKLAHOMA	
Checotah	
Sharpe Dept. Store (19 Okla. stores. Also 1 Ben Franklin Store)	8.0
Oklahoma City	
John A. Brown Co. (Dayton Hudson, Minneapolis, Minn.) (6 department stores--Okla. City 3, Norman 1, Tulsa 2. Acquired by Dillard Dept. Stores in 1984 (Central Div., Fort Worth). Names will be changed eventually; a store opened in Bartlesville, Okla. in Aug. 1984)	81.8
Langston Co. (3 specialty stores)	10.0
Shawnee	
Newton Wall Co. (12 Okla. stores)	8.0
Tulsa	
John A. Brown (2 stores)	25.0
Dillard's (Dillard Department Stores) (2 stores: Southland Shopping Center & Woodland Hills)	11.0
Froug's Inc. (12 stores: Ark. 1, Okla. 11)	20.0
Renberg's (4 stores)	37.0
Sanger-Harris (Sanger-Harris, Dallas) Woodland Hills Mall (1 store) (A 2nd Tulsa store was opened in Fall 1984. Expect a volume of about $16 million in the 1st full year of operation)	20.0
The Vandever Co., Southroad Mall (The Dunlap Co., Fort Worth) (2 Okla. stores)	11.0

(Sakowitz, Houston, opened a store in Kensington Galleria in Feb. 1984, with a planned 1st year volume of $9-$12.5 million. Sakowitz will also open a smaller unit in Utica Square, Tulsa.)

DEPARTMENT STORE SALES

SOUTH

	APPROX. SALES (Millions of $)
SOUTH CAROLINA	
Anderson	
Gallant-Belk (Belk Stores Service, Inc., Charlotte, N.C.) (4 stores: Ga. 2, S.C. 2)	$ 18.0
Charleston	
James F. Condon & Sons (1 store)	6.0
Kerrison's Dept. Stores (3 S.C. stores)	10.0
Columbia	
James L. Tapp Co. (4 S.C. stores)	12.0
J.B. White & Co. (Mercantile Stores, New York, N.Y.) (2 S.C. stores)	22.0
Greenville	
Meyers-Arnold Co. (9 stores: S.C. 5, N.C. 2, Ga. 2)	26.0
Myrtle Beach	
Chapin Co. (1 store)	12.0
Spartanburg	
Belk-Hudson (Belk Stores Services, Inc., Charlotte, N.C.)(4 S.C. stores)	12.0
TENNESSEE	
Alcoa	
Proffitt's Dept. Stores (5 Tenn. stores)	50.0
Chattanooga	
Loveman's (5 Tenn. stores)	30.0
Jackson	
Kisber's Dept. Store, Inc. (2 Tenn. stores)	6.0
Knoxville	
Millers (Allied Stores Corp., New York, N.Y.)(12 stores: Tenn. 10, Ga. 1, Va. 1. A third Knoxville store will be opened in 1985)	90.0
Ira A. Watson Co. (19 stores: Ala. 1, Ky. 9, Tenn. 4, Va. 2, W.Va. 3)	50.0
Madison	
McClure's Stores, Inc., Madison Sq. (3 Tenn. specialty stores)	10.0
Memphis	
Goldsmith's (Federated Department Stores, Cincinnati, Ohio) (6 department stores in Tenn.)	147.7
Nashville	
Cain-Sloan (Allied Stores Corp., New York, N.Y.)(4 Tenn. stores)	55.0
The Castner, Knott Dry Goods Co. (Mercantile Stores, New York, N.Y.) (11 stores: Ala. 3, Ky. 1, Tenn. 7)	160.0
The Harvey Co. (8 stores: Ky. 1, Tenn. 7 incl. warehouse store. Downtown Nashville store was closed Jan. 1984)	4.0

DEPARTMENT STORE SALES

SOUTH

TEXAS

	APPROX. SALES (Millions of $)
Abilene	
Thornton's Dept. Stores, Inc. (P.H. Hirsch & Co., St. Louis, Mo.) (4 Tex. stores)	$ 10.0
Austin	
Scarbrough's (3 Tex. stores)	24.0
Beaumont	
The Fair, Inc. (24 specialty stores in Tex. and La.)	50.0
White House Co. (Boston Stores D.G. Co., Fort Smith, Ark.) (6 stores: Tex. 3, Ark. 2, La. 1)	40.0
Dallas	
Joske's-Dallas/Phoenix (Allied Stores, New York, N.Y.) (10 stores: Tex. 8, Ariz. 2)	140.0
Neiman-Marcus (Carter Hawley Hale, Los Angeles, Calif.) (19 specialty stores: Tex. 5, Ga. 1, Fla. 2, D.C. 1, N.Y. 1, Ill. 3, Mo. 1, Cal. 4, Nev. 1) (A Boston, Mass. store was opened in Feb. 1984; 1st year volume projected to $21 million)	520.0
Sanger-Harris (Federated Department Stores, Cincinnati, Ohio) (14 stores: Tex. 13, Okla. 1) (Not incl. Levy's, Arizona)	361.7
(Macy's New York plans to open a store in Dallas Galleria in the Fall of 1985. Brooks Bros. (Allied Stores) will open 2 Dallas stores in 1986. Bloomingdale's New York opened a store in Valley View Center in Oct. 1983 which was expected to have a 1st year volume of $50 to $55 million).	
Denison	
Lilley's, Inc. (2 specialty stores)	4.3
El Paso	
The Popular Dry Goods Co. (3 stores)	3.0
The United Inc. (12 specialty stores)	3.0
The White House (The Dunlap Co., Fort Worth, Tex.) (2 stores: Tex. 1, N.M. 1)	10.0
Fort Worth	
Dillard Dept. Stores-Central Division (Dillard Dept. Stores Inc., Little Rock, Ark.) (26 stores: Kans. 2, Mo. 1, Okla. 8, Tex. 15) (4 John A. Brown, Okla. City stores were taken over by this division in 1984. Also opened a Bartlesville, Okla. store in Aug. 1984)	356.0
Monnig's (10 stores in Texas) (Opened 3 specialty stores in Tex. in 1984 and 1 department store in Amarillo)	55.0
Pace, Newsom & Moates Inc. (37 general mdse. stores in Tex.)	38.0
Stripling's & Cos. (The Dunlap Co., Fort Worth, Tex.) (9 Tex. stores)	30.0+
(Saks Fifth Avenue, New York, plans to open a store in Fort Worth)	

DEPARTMENT STORE SALES

SOUTH

TEXAS

	APPROX. SALES (Millions of $)
Galveston	
Eiband's Dept. Store (1 general mdse. store) (Also operates a specialty store in Galveston)	$ 6.6
Houston	
Esther Wolf (1 specialty store)	6.0
Foley's (Federated Dept. Stores, Cincinnati, Ohio) (15 department stores in Texas plus a warehouse operation)	625.9
(Foley's has a major remodeling program, involving 8 Houston area stores, underway. A 12th Houston store was opened in 1984, at Deerbrook Mall, and a Post Oak Mall, College Station, store was opened Nov. 1984)	
Joske's (Allied Stores, New York, N.Y.) (11 Texas stores)	150.0
Sakowitz Inc. (15 specialty stores in Tex., Okla., Ariz.)	190.0
(R.H. Macy signed a lease to build a flagship store--its 4th in Houston--in Dec. 1984. Store will be in the Galleria Mall.)	
Laredo	
Hachar's Dept. Store (3 stores)	15.0
Richter's Dept. Store (2 stores)	5.5
Lubbock	
Hemphill-Wells Co. (4 Texas stores)	30.0
Lena Stephens, Inc. (1 specialty store)	3.7
San Antonio	
Dillard Department Stores, Texas-New Mexico Division (Dillard Dept. Stores, Little Rock, Ark.)(22 stores: Tex. 19, New Mex. 3)	241.0
3 full-line San Antonio stores plus 1 smaller unit	60.0+
Frost Brothers (Manhattan Industries, New York, N.Y.)(12 specialty stores in Texas)	120.0
3 full-line stores plus 1 hotel boutique in San Antonio	55.0
Joske's (Allied Stores, New York, N.Y.) (7 Texas stores)	110.0
San Antonio (4 stores)	80.0
La Feria Dept. Store (6 stores)	16.0
(Store openings in San Antonio are planned by Saks Fifth Avenue, Lord & Taylor, Sakowitz, Macy's New York, Marshall Field, Neiman Marcus)	
Trinity	
Baskin's Dept. Stores, Inc. (4 stores)	4.5
Waco	
R.E. Cox Co. (1 store)	11.0
Wichita Falls	
McClurkan's Dept. Store (2 Tex. general mdse. stores)	10.0

DEPARTMENT STORE SALES

SOUTH	APPROX. SALES (Millions of $)
VIRGINIA	
Arlington	
Morton's (6 specialty stores)	$ 10.0
Lawrenceville	
W.S. Peebles & Co., Inc. (40 stores in Del., Md., N.C., S.C., Va.)	80.0
Martinsville	
Globman's Inc. (6 specialty stores)	13.0
Norfolk	
Rices Nachmans (Phillips-Van Heusen Corp., New York, N.Y.) (8 specialty stores in Va. Sold to Hess's, Allentown, Pa. in 1984. To be operated as Hess's Rices Nachmans after renovations.)	30.0
Smith & Welton, Inc. (8 stores)	17.0
Richmond	
Miller & Rhoads (Allied Stores Corp., New York, N.Y.) (22 stores: Va. 17, N.C. 5)	125.0
Southern Dept. Stores, Inc. (4 stores, under different names, in Va.)	5.0
Thalhimer Bros., Inc. (Carter Hawley Hale Stores, Inc., Los Angeles, Ca.) (25 stores: Va. 14, N.C. 9, S.C. 1, Tenn. 1)	242.0
Roanoke	
S.H. Heironimus Co., Inc. (Va. stores)	16.0
WEST VIRGINIA	
Charleston	
A.W. Cox Dept. Store Co. (15 stores: Ky. 5, Ohio 1, W.Va. 9)	8.0
Fairmont	
Hartley's Dept. Store (1 store)	4.0
Logan	
Sayer Bros. (5 specialty stores)	7.0
Parkersburg	
Dils Bros. & Co. (2 W.Va. department stores)	6.9
Wheeling	
Good's Department Stores, Inc. (1 specialty store)	3.5
Stone & Thomas, Inc. (15 department stores in W.Va.) (Also operates Crones, Wheeling, W.Va., a men's specialty store)	100.0

DEPARTMENT STORE SALES

WEST	APPROX. SALES (Millions of $)
ARIZONA	
Douglas	
Phelps Dodge Mercantile Co. (5 general mdse. stores)	$ 20.0
Flagstaff	
Babbitt Bros. Trading Co. (9 Ariz. stores)	12.0
Mesa/Tempe/Scottsdale	
The Broadway Southwest, Mesa (Carter Hawley Hale, Los Angeles, Calif.)(10 stores: Ariz. 7, Nev. 2, N.M. 1) (Will open 2 stores in Denver area in Fall 1985)	135.0
Diamond's, Tempe (Dayton Hudson, Minneapolis, Minn.) (12 stores: Ariz. 9, Nev. 3) (Acquired by Dillard Department Stores in 1984. To be operated as a separate division--Dillard's-Diamond)	159.8
Goldwater's, Scottsdale (Associated Dry Goods, New York, N.Y.) (9 stores: Ariz. 7, N.M. 1, Nev. 1)	105.0
Tucson	
Levy's (Sanger-Harris Div. of Federated Department Stores) (2 stores)	37.6
Wickenburg	
Johnson's Dept. Store (2 Arizona stores)	3.4
CALIFORNIA	
Alhambra	
Lieberg's (2 general merchandise stores)	3.0
Bakersfield	
Brock's Dept. Store (2 stores) (2 Bakersfield department stores)	20.0
Berkeley	
Hink's Department Store (1 store)	6.0
Carson	
The Boston Stores, Inc. (20 stores: Ariz. 4, Calif. 16)	23.0
Chico	
M. Oser & Co. (3 stores)	3.6
Eureka	
Dalys (3 stores)	6.5
Fresno	
E. Gottschalk & Co. (8 department stores in Calif., incl. Fashion Fair. Also operates Bobbie West and Village East specialty stores) (A replacement store for the Merced unit was opened in Mar. 1983. Projected 1st year volume: $10.0 million.)	104.0
Ollenberger's (4 stores)	6.0

DEPARTMENT STORE SALES

WEST	APPROX. SALES (Millions of $)
CALIFORNIA	
Glendale	
H.S. Webb & Co. (2 stores)	$ 5.5
La Canada	
Ivers Dept. Store (1 store)	7.2
Los Angeles/Long Beach Area	
Buffum's Inc., Long Beach (11 junior department stores, 4 sportswear specialty shops)	110.0
Broadway-Southern California (Carter Hawley Hale, Los Angeles, Calif.) (40 Calif. stores)	815.0
Glendale	34.0
Northridge	29.0
San Diego (5 stores)	29.0
(An estimated total of $25.0 million was realized in mail, telephone and warehouse sales in 1983. The Broadway will open 2 stores in San Diego County in 1985 and one at South Coast Plaza in 1986.)	
Bullock's Southern California (Including Bullocks Wilshire stores) (28 stores)	588.9
Bullock's (not including mail order and warehouse sales or Bullocks Wilshire) (22 department stores)	487.5
Westwood	37.0
South Coast Plaza	45.0
Sherman Oaks	48.5
Bullock's Wilshire (6 specialty stores)	78.0
Wilshire Blvd.	30.5
The First Street Store, Ltd. (2 genl. mdse. stores), Los Angeles	5.0
May Co, California, North Hollywood (May Dept. Stores, St. Louis, Mo.) (34 stores)	725.1
Costa Mesa	42.0
Redondo Beach	35.5
San Diego	32.0
Mervyn's, Hayward (Dayton Hudson, Minneapolis, Minn.) (126 promotional soft goods stores)	1,689.0
Roberts Dept. Stores, Los Angeles (9 Calif. stores)	13.0
J.W. Robinson (Associated Dry Goods, New York, N.Y.)(21 Calif. stores)	476.0
Beverly Hills	42.4
Santa Barbara	36.2
Woodland Hills	35.0
Modesto	
C.H. Dunlap (2 stores. Also operates Hink's Dept. Stores, Berkeley, Calif., a subsidiary.)	9.0
Pacific Grove	
Holman's Dept. Store (1 store)	7.7

DEPARTMENT STORE SALES

WEST

	APPROX. SALES (Millions of $)
CALIFORNIA	
Redding	
C.M. Dicker, Inc. (1 store)	$ 3.7
Sacramento	
Weinstock's (Carter Hawley Hale Stores, Inc., Los Angeles, Calif.) (12 stores: Calif. 8, Nev. 1, Utah 3)	193.0
San Bernardino	
Harris (5 stores)	50.0
San Diego	
Walker Scott Co. (14 stores)	42.0
San Diego	9.0
LaJolla	2.5
(The San Deigo and LaJolla stores are to be closed in Feb. 1985)	
(In August 1985, the Horton Plaza mall will be opened and anchored by the Broadway, Nordstrom, J.W. Robinson and Mervyn stores)	
San Francisco/Oakland/Palo Alto	
Emporium Capwell (Carter Hawley Hale, Los Angeles, Calif.) (21 Calif. stores. A store at Valleo Fashion Park was opened in Nov. 1984)	550.0
Liberty House (Oakland) (Liberty House Hawaii, Amfac Inc., Honolulu, Hawaii) (Divested by Amfac in 1984. Macy's took over 4 stores as part of Macy's California division--San Francisco, Sacramento, Santa Rosa, Calif.; Reno, Nev. Remaining 6 Calif. stores merged into Liberty House, Hawaii) 10 stores in 1983	110.0
Macy's California (R.H. Macy, New York, N.Y.) (22 stores in Calif.) (Acquired 4 Liberty House units in 1984, as noted above. Macy's East was opened in Sept. 1984 in former Liberty House store across from Macy's Union Square. Another 3 are to be reopened as enlargements of existing Macy's California stores)	1,050.0
I. Magnin (Federated Dept. Stores, Cincinnati, Ohio)(25 specialty stores: Calif. 18, Ariz. 1, Ore. 1, Wash. 1, Ill. 3, Md. 1)	276.0
(Nordstrom opened a store in a former Bullock's North Shore, Stanford Shopping Center, in Nov. 1984. Expected to do $30 million in its 1st full year of operation. In 1985, Nordstrom will open 2 more Northern Calif. stores--at Oakridge and at Cort Madera.)	
San Luis Obispo	
Riley's Dept. Store Inc. (4 stores)	10.0
San Mateo	
Levy Bros. Dept. Stores (5 stores)	8.1

DEPARTMENT STORE SALES

WEST

	APPROX. SALES (Millions of $)
CALIFORNIA	
Santa Cruz	
Samuel Leask & Sons (3 stores)	$ 8.0
Santa Monica	
H.C. Henshey Co. (2 stores)	10.0
Watsonville	
Charles Ford Co. (5 department stores, 5 specialty stores in Calif.)	22.0
Whittier	
Hinshaw's Dept. Stores, Inc. (2 Calif. stores)	28.0
COLORADO	
Denver Area	
The Denver Dry Goods Co. (Associated Dry Goods, New York, N.Y.) (12 stores in Colorado)	140.0
Joslin's, Englewood (Mercantile Stores, New York, N.Y.) (9 stores: Colo. 8, Wyo. 1)	150.0
May D & F (May Dept. Stores, Denver, Colo.)(12 Colo. stores)	148.1
HAWAII	
Honolulu	
Liberty House-Hawaii & Village Fashion (Amfac, Honolulu, Hawaii) (8 department stores and 40 hotel shops)	220.0
IDAHO	
Boise	
The Bazaar (2 stores)	7.3
Idaho Dept. Store (Idaho Dept. Store Co., Caldwell, Id.)	3.5
The Mode, Ltd. (2 specialty stores)	6.0
MONTANA	
Billings	
Hart Albin Co. (1 department store) (Also operates specialty outlets)	4.0
NEVADA	
Las Vegas	
Bullock's Fashion Show Center	18.0
(Neiman Marcus, Saks Fifth Ave., Goldwaters and Diamond's operate stores in Las Vegas which have a combined sales volume estimated at $48 million)	
OREGON	
Klamath Falls	
Miller's Dept. Store (Idaho Dept. Store Co., Caldwell, Id.) (1 store)	13.5

DEPARTMENT STORE SALES

WEST

	APPROX. SALES (Millions of $)
OREGON	
Portland	
Meier & Frank (May Dept. Stores Co., St. Louis, Mo.)(7 stores: Ore. 6, Wash. 1)	$ 203.7
UTAH	
Salt Lake City	
ZCMI Department Store (Zion's Co-operative Mercantile Institution) (9 stores: Idaho 2, Utah 7)	151.0
Tooele	
Christenson's (5 specialty stores)	6.0
WASHINGTON	
Seattle/Everett/Spokane/Tacoma Area	
The Bon (Allied Stores, New York, N.Y.) (36 stores plus Seattle Home Store: Wash. 17, Ore. 6, Id. 7, Mont. 3, Utah 3, Wyo. 1)	430.0
Seattle/Tacoma Met. Area (12 stores)	285.0
Frederick & Nelson, Seattle (Batus Inc., New York, N.Y.) (15 stores: Wash. 8, Ore. 7) (Major renovations in 1983-84)	225.0
Nordstrom's (Nordstrom Inc., Seattle)	
Seattle/Tacoma area (7 specialty stores)	240.0

DEPARTMENT STORE VOLUME LEADERS

Following is a listing of leading traditional department stores, showing the buying or divisional headquarter location as of the end of 1983 and the best available information on sales for the year 1983 (or closest fiscal period) attributed to each headquarter operation. The volume figures cover sales of all stores (confined to department stores where possible) operated by the listed store. Not included in this compilation are national chains (such as Sears, Ward and Penney), promotional chains and discount houses. (See section on MAJOR NATIONAL/REGIONAL CHAINS)

STORES WITH TOTAL SALES OF $100 MILLION OR MORE

	SALES VOLUME (Millions of $)
Macy's New York, New York, N.Y. (R.H. Macy) (17 department stores plus furniture clearance and auto centers)	$ 1,125.0
Bamberger's, Newark, N.J. (R.H. Macy) (23 department stores plus furniture clearance and auto centers)	1,125.0
Macy's California, San Francisco, Calif. (R.H. Macy) (22 department stores)	1,050.0
Broadway Southern California, Los Angeles, Calif. (Carter Hawley Hale) (40 stores)	815.0
Bloomingdale's, New York, N.Y. (Federated) (13 stores)	787.9
Abraham & Straus, Brooklyn, N.Y. (Federated) (15 stores)	731.8
May Co., California, Los Angeles, Calif. (May Department Stores)(34 stores)	725.1
J.L. Hudson, Detroit, Mich. (Dayton-Hudson) (20 stores)*	686.0
Marshall Field, Chicago, Ill. (Batus Inc.) (21 stores)	650.0
Lord & Taylor, New York, N.Y. (Associated Dry Goods) (40 stores)	650.0
Burdine's, Miami, Fla. (Federated) (25 stores)	630.3
Foley's, Houston, Tex. (Federated) (25 stores)	630.3
Emporium Capwell, San Francisco, Calif. (Carter Hawley Hale) (21 stores)	550.0
Dayton's, Minneapolis, Minn. (Dayton Hudson) (13 department stores plus 3 homefurnishings stores)*	514.3
Bullock's, Los Angeles, Calif. (Federated) (22 department stores, not including Bullock's Wilshire)	510.9

* J.L. Hudson was merged with Dayton's, Minneapolis, Minn., to form Dayton Hudson Department Stores in Sept. 1984.

DEPARTMENT STORE VOLUME LEADERS

STORES WITH SALES OF $100 MILLION OR MORE (continued)

	SALES VOLUME (Millions of $)
Rich's Inc., Atlanta, Ga. (Federated) (17 stores)	$ 509.1
Hecht's, Washington, D.C. (May Department Stores) (23 stores)	477.3
J.W. Robinson Co., Los Angeles, Calif. (Associated Dry Goods) (21 stores)	476.0
Jordan Marsh Co., Boston, Mass. (Allied Stores) (16 stores)	470.0
Gimbel's East, New York, N.Y. (Batus, Inc.) (21 stores)	450.0
The Bon, Seattle, Wash. (Allied Stores) (36 stores plus Seattle Home Store)	430.0
F & R Lazarus, Columbus, Ohio (Federated) (17 stores)	420.4
Famous Barr, St. Louis, Mo. (May Department Stores) (16 stores)	419.1
Woodward & Lothrop, Inc., Washington, D.C.	403.6
Sanger-Harris, Dallas, Tex. (Federated) (14 stores)	361.7
Wanamaker's, Philadelphia, Pa. (Carter Hawley Hale) (16 stores)	360.0
Shillito Rikes, Cincinnati, Ohio (Federated) (14 stores)	359.9
Dillard Dept. Stores-Central Division, Fort Worth, Tex. (Dillard Dept. Stores, Little Rock, Ark.) (26 stores)	356.0
Stern's, Paramus, N.J. (Allied Stores) (17 stores)	350.0
Carson Pirie Scott & Co., Chicago, Ill. (24 stores in department store div.)	343.0
Strawbridge & Clothier, Philadelphia, Pa. (Allied Stores) (12 stores)	335.0
Davison's, Atlanta, Ga. (R.H. Macy) (13 stores)	325.0
Maas Bros., Tampa, Fla. (Allied Stores) (18 stores)	308.0
Kaufmann's, Pittsburgh, Pa. (May Department Stores) (11 stores)	301.9
Filene's, Boston, Mass. (Federated) (13 stores, not including separated Basement Division)	292.5
C.J. Gayfer Co., Mobile, Ala. (Mercantile Stores) (12 stores)	260.0
Hess's Inc., Allentown, Pa. (Crown American Corp.) (29 stores)	253.9

DEPARTMENT STORE VOLUME LEADERS

STORES WITH SALES OF $100 MILLION OR MORE (continued)

	SALES VOLUME (Millions of $)
D.H. Holmes Co., New Orleans, La. (15 stores)	$ 253.8
Jordan-Marsh-Florida, Miami, Fla. (Allied Stores) (15 stores)	250.0
Dillard Dept. Stores-Little Rock Div., Little Rock, Ark. (18 stores)	250.0
McAlpin Co., Cincinnati, Ohio (Mercantile Stores) (9 stores)	250.0
Higbee's, Cleveland, Ohio (The Higbee Co. Dept. Store Div.) (11 stores)	245.6
Thalhimer's, Richmond, Va. (25 stores)	242.0
Dillard's Dept. Stores-Texas/New Mexico Div., San Antonio, Tex. (Dillard Department Stores, Little Rock, Ark.) (22 stores)	241.0
Macy's Midwest, Kansas City, Mo. (R.H. Macy) (18 stores) (To be consolidated into Davison's (Atlanta) Div. in Feb. 1985.)	225.0
L.S. Ayres, Indianapolis, Ind. (Associated Dry Goods) (13 stores)**	225.0
Frederick & Nelson, Seattle, Wash. (Batus, Inc.) (15 stores)	225.0
JByron's, Miami, Fla. (Jack Eckerd Corp.) (56 junior department stores)	220.5
Jackson Stores, Jackson, Mich. (19 stores)	213.0
The May Co., Cleveland, Ohio (May Dept. Stores, St. Louis, Mo.) (10 stores)	212.4
Elder Beerman Stores Corp., Department Store Div., Dayton, Ohio (22 stores)	209.3
P.A. Bergner, Peoria, Ill. (26 stores)	204.0
Meier & Frank, Portland, Ore. (May Department Stores) (7 stores)	203.7
B. Altman, New York, N.Y. (sold to Zimmerman Investment Group in 1984) (7 stores)	201.3
Gimbel's Midwest, Milwaukee, Wis. (Batus, Inc.) (11 stores)	195.0
Howland-Steinbach-Hochschild, White Plains, N.Y. (Supermarkets General) (29 stores)	193.4
Weinstock's, Sacramento, Calif. (Carter Hawley Hale) (12 stores)	193.0
Boscov's Department Stores, Reading, Pa. (9 stores)	190.0

**L.S. Ayres was merged with H. & S. Pogue, Cincinnati, Ohio, in 1984.

DEPARTMENT STORE VOLUME LEADERS

STORES WITH SALES OF $100 MILLION OR MORE (continued)

	SALES VOLUME (Millions of $)
Goudchaux/Maison Blanche, Baton Rouge, La. (Goudchaux's Inc.) (7 stores)	$ 182.1
Wieboldt Stores, Chicago, Ill. (13 stores)	181.4
Younker Bros. Inc., Des Moines, Ia. (Equitable of Iowa) (29 stores)	179.9
Sibley's, Rochester, N.Y. (Associated Dry Goods) (14 stores)	175.0
G. Fox, Hartford, Conn. (May Department Stores) (8 stores)	174.1
The Jones Co., Kansas City, Mo. (Mercantile Stores) (7 stores)	160.0
Castner Knott Dry Goods Co., Nashville, Tenn. (Mercantile Stores) (11 stores)	160.0
Gimbels, Pittsburgh, Pa. (Batus, Inc.) (7 stores)	160.0
Diamond's, Tempe, Ariz. (Dayton Hudson) (12 stores)***	159.8
The M. O'Neil Co., Akron, Ohio (May Department Stores) (10 stores)	155.6
Joseph Horne, Pittsburgh, Pa. (Associated Dry Goods) (13 stores)	155.0
ZCMI, Salt Lake City, Utah (9 stores)	151.0
Stix, Baer & Fuller, St. Louis, Mo. (Associated Dry Goods) (12 stores)****	150.0
Richman-Gordman Stores Inc., Omaha, Neb. (12 stores)	150.0
Joske's, Houston, Tex. (Allied Stores) (11 stores)	150.0
Joslin Dry Goods, Englewood, Colo. (Mercantile Stores) (9 stores)	150.0
May-D & F, Denver, Colo. (May Department Stores) (12 stores)	148.1
Goldsmith's, Memphis, Tenn. (Federated) (6 stores)	147.7
McRae's, Jackson, Miss. (14 stores)	146.6
Joske's-Dallas/Phoenix, Dallas, Tex. (Allied Stores) (12 stores)	140.0
Denver Dry Goods, Denver, Co. (Assoc. Dry Goods) (12 stores)	140.0

*** Acquired by Dillard Department Stores Co. in 1984. To be operated as a separate division, Dillard's-Diamond's.

****Acquired by Dillard Department Stores in 1984. To be operated as a separate division, Dillard's-Stix.

DEPARTMENT STORE VOLUME LEADERS

STORES WITH SALES OF $100 MILLION OR MORE (continued)

	SALES VOLUME (Millions of $)
Broadway-Southwest Div., Mesa, Ariz. (Carter Hawley Hale)	$ 135.0
Gayfer's, Montgomery, Ala. (Mercantile Stores) (6 stores)	135.0
Boston Store, Milwaukee, Wis. (Federated) (8 stores)	130.9
Prange's, Green Bay, Wis. (H.C. Prange Co.) (19 department stores)	130.0
Miller & Rhoads, Richmond, Va. (Allied Stores) (22 stores)	125.0
J. Bacon & Sons Co., Louisville, Ky. (Mercantile Stores) (6 stores)	120.0
Ivey's-Carolinas, Charlotte, N.C. (Batus, Inc.) (13 stores)	115.2
J.B. White, Augusta, Ga. (Mercantile Stores) (5 stores)	115.0
Hahne & Co., Newark, N.J. (Assoc. Dry Goods) (8 stores)	115.0
Joske's, San Antonio, Tex. (Allied Stores) (7 stores)	110.0
Buffum's, Long Beach, Calif. (15 stores)	110.0
Goldwater's, Scottsdale, Ariz. (Associated Dry Goods) (9 stores)	105.0
H. & S. Pogue, Cincinnati, Ohio (Associated Dry Goods) (5 stores)#	105.0
Donaldson's, Minneapolis, Minn. (Allied Stores) (9 stores)	105.0
E. Gottschalk, Fresno, Cal. (8 stores)	104.0
Strouss, Youngstown, Ohio (May Department Stores (9 stores)	103.6
Adam, Meldrum & Anderson, Buffalo, New York (10 stores)	103.0
Stone & Thomas, Wheeling, West Va. (15 stores)	100.0
Ivey's Florida, Winter Park, Fla. (Batus, Inc.) (12 stores)	100.0

H. & S. Pogue merged with L.S. Ayres, Indianapolis, Ind., in Nov. 1984.

DEPARTMENT STORE VOLUME LEADERS

STORES WITH SALES OF $50 MILLION TO $99 MILLION

	SALES VOLUME (Millions of $)
The Lion Dry Goods Co., Toledo, Ohio (Mercantile Stores) (2 department stores & 2 specialty stores)	$ 95.0
Robinson's of Florida, St. Petersburg, Fla. (Associated Dry Goods) (7 stores)	95.0
J.L. Brandeis & Sons, Omaha, Neb. (10 stores)	92.0
Hutzler's, Baltimore, Md. (8 stores)##	90.0
Millers Inc., Knoxville, Tenn. (Allied Stores) (12 stores)	90.0
Pizitz, Birmingham, Ala. (12 sotres)	90.0
D.M. Read Inc., Bridgeport, Conn. (Allied Stores) (6 stores)	85.0
Crowley's, Detroit, Mich. (Crowley Milner & Co.)(10 stores)	84.5
John A. Brown Co., Oklahoma City, Okla. (Dayton Hudson) (6 stores) ###	81.8
W. S. Peebles & Co., Lawrenceville, Va. (40 stores)	80.0
Pomeroy's Inc., Levittown, Pa. (Allied Stores) (8 stores)	80.0
Stewart Dry Goods, Louisville, Ky. (Associated Dry Goods) (7 stores)	80.0
G.R. Herberger's, St. Cloud, Minn. (27 stores)	75.0
William H. Block & Co., Indianapolis, Ind. (Allied Stores) (9 stores)	75.0
May's (J.W. Mays Inc.), Brooklyn, N.Y. (4 stores)	75.0
H. & S. Pogue Co., Cincinnati, Ohio (Associated Dry Goods) (5 stores)####	70.0
May-Cohens, Jacksonville, Fla. (May Department Stores) (6 stores)	61.7
Sage Allen, Hartford, Conn. (12 stores)	61.7
Jerry's Department Stores, Inc., Salem, Mass. (16 stores)	60.0
Albert Steiger Inc., Springfield, Mass. (8 stores)	55.0

##Acquired Hochschild, Kohn stores in Greater Baltimore area from Supermarkets General in 1984.

###Acquired by Dillard Department Stores in 1984. To be operated by the Central Division.

####Merged with L.S. Ayres, Indianapolis, in Nov. 1984.

STORES WITH SALES OF $50 TO $99 MILLION (continued)

	SALES VOLUME (Millions of $)
Cain-Sloan, Nashville, Tenn. (Allied Stores) (4 stores)	$ 55.0
McCurdy & Co., Rochester, N.Y. (7 stores)	55.0
Harris, San Bernardino, Calif. (5 stores)	50.0
Petersen-Harned-Von Maur Inc., Davenport, Ia. (10 stores)	50.0
Carlisle's, Ashtabula, Ohio (9 stores)	50.0
Pomeroy's, Harrisburg, Pa. (Allied Stores) (5 stores)	50.0
S. Grumbacher & Sons, York, Pa. (17 stores)	50.0
Proffitt's Department Stores, Alcoa, Tenn. (5 stores)	50.0
Ira A. Watson Co., Knoxville, Tenn. (19 stores)	50.0

MAJOR NATIONAL/REGIONAL CHAINS

The following companies have major positions in general merchandise/apparel retailing--including the operation of traditional department stores, discount stores and off-price retail outlets, apparel specialty stores and catalog operations. Many of these chains are also engaged in nonrelated activities, including the operation of supermarkets or of specialized hard goods outlets, manufacturing, wholesaling or diverse activities such as the operation of auto repair shops, television stations, etc. The sales volumes reported are total net sales covering all operations unless otherwise noted, and are for the latest fiscal period or period reflecting 1983 volume.

Retail Chain	SALES (Millions of $)
Amfac, Inc., Honolulu, Hawaii (Retail Group sales: $330 million, including Liberty House of Hawaii, $193 million; Liberty House of Calif., $110 million; 29 VFO stores, $27 million)	$ 2,253.1
Alexander's, Inc., New York, N.Y.	516.9
Allied Department Stores, Savannah, Ga.	45.0
Allied Stores Corp., New York, N.Y. (Including specialty stores: Brooks Brothers volume estimated at $200 million; Plymouth Shops over $50 million)	3,675.9
Almy Stores Inc., Boston, Mass.	92.0
Ames Department Stores, Inc., Rocky Hill, Conn. (Acquired 42 King's Department Stores in 1983)	647.2
C.R. Anthony & Co., Oklahoma City, Okla.	450.0
Associated Dry Goods Corp., New York, N.Y. (Includes 95 Caldor stores with a volume of $1.1 billion; 67 Loehmann's at $295 million; 156 department store units with a volume totaling $2.4 billion)	3,717.8
Batus Inc., Retail Divisions, New York, N.Y. Volume excluding supermarkets:	3,145.0
L.L. Bean, Freeport, Me. (Retail store volume: $30 million)	250.0
Belk Stores, Charlotte, N.C.	1,650.0
Bradlees, Braintree, Mass. (Division of The Stop & Shop Companies)	1,182.8
Brooks Fashion Stores, Inc., New York, N.Y.	336.3
Brown Group, Inc., St. Louis, Mo. Specialty Retailing:	299.4
Burlington Coat Factory, Burlington, N.J.	255.3
Beall-Ladymon, Shreveport, La. (Operates 53 general merch. stores)	83.0
Carson Pirie Scott & Co., Chicago, Ill. (Sales of department store division: $343 million)	877.3
Carter Hawley Hale Stores, Inc., Los Angeles, Calif. (Department store division sales: $2.4 billion; specialty stores, $1.2 billion; including Contempo Casuals with sales of $70 million)	3,632.7
Charming Shoppes, Inc., Bensalem, Pa.	238.4
Clothestime Inc., Anaheim, Calif.	68.3
Danners, Inc. (Three-D), Indianapolis, Ind.	166.1
Dayton Hudson Corp., Minneapolis, Minn. (Includes sales of Mervyn's, $1.7 billion; Target Stores, $3.1 billion; the department store division, $1.4 billion; specialty stores, $0.7 billion) (Discontinued its Plums discount operation in February 1984)	6,963.3

MAJOR NATIONAL/REGIONAL CHAINS (continued)

Retail Chain	SALES (Millions of $)
Dillard Department Stores, Inc., Little Rock, Ark. (Includes three department store divisions: Central Division, Fort Worth; Texas-New Mexico Division, San Antonio; Little Rock Division) (Two new divisions--Dillard's-Diamond's, Phoenix and Dillard's-Stix, St. Louis--were added in 1984)	$ 847.5
Dollar General Corp., Scottsville, Ky.	346.7
Duckwall-ALCO Stores, Inc., Abilene, Kans.	317.1
The Dunlap Co., Fort Worth, Tex.	110.0
Edison Bros. Stores, Inc., St. Louis, Mo. (Apparel specialty store division sales: $242.0 million)	1,021.5
Elder Beerman Stores Corp., Dayton, Ohio (Department store division: $209.3 million)	286.8
Evans, Inc., Chicago, Ill. (Fur specialty stores and leased departments)	136.0
Family Dollar Stores, Inc., Charlotte, N.C.	264.4
Federated Department Stores, Inc., Cincinnati, Ohio (Excluding supermarket sales) (Department store division sales: $6.2 billion in 342 outlets) (Specialty store operations include The Children's Place, 114 stores with a volume of $103.3 million; Gold Circle, 51 stores with a volume of $590.1 million)	7,215.9
Frederick's of Hollywood, Hollywood, Calif.	44.3
Gap Stores, Inc., San Bruno, Calif.	480.5
General Mills, Inc., Minneapolis, Minn. (Includes Eddie Bauer, 33 stores in the U.S. and Canada with sales of $120 million; The Talbots, 33 stores with sales of $100 million) Specialty Retailing Group:	429.1
Gaylords National Corp., Secaucus, N.J.	142.9
Glosser Brothers, Inc., Johnstown, Pa. (Includes Gee Bee discount stores)	252.9
W.R. Grace & Co., New York, N.Y. Apparel Specialty Store Sales:	465.8
HRT Industries, Los Angeles, Calif. (Operates 50 Zodys self-service discount stores)	410.1
Hartmarx (formerly Hart Schaffner & Marx), Chicago, Ill. Retail Store Sales:	538.6
Heck's, Inc., Charleston, W.Va. (operates discount department and shoe stores)	435.1
D.H. Holmes, New Orleans, La.	253.8
Howland-Steinbach-Hochschild, White Plains, N.Y. (Division of Supermarkets General Corp.) (29 stores--In 1984, sold 4 Hochschild Baltimore-area stores)	193.4
Idaho Dept. Store Co., Caldwell, Id.	65.0
Interco Inc., St. Louis, Mo. General Merchandise Store Sales:	693.9

MAJOR NATIONAL/REGIONAL CHAINS (continued)

Retail Chain	SALES (Millions of $)
JByrons, Miami, Florida (Division of Jack Eckerd Corp.) (Operates 56 junior department stores in Florida)	$ 220.5
Jacobson Stores Inc., Jackson, Mich.	213.0
Jamesway Corp., Secaucus, N.J.	417.0
K mart Corp., Troy, Mich.	18,597.9
Kline Bros. Co., New York, N.Y.	70.0
Lamont's Apparel Stores, Seattle, Wash. (Division of Pay 'n Save Corp.)	122.0
The Limited Stores, Inc., Columbus, Ohio (Includes Lane Bryant with a volume of $285 million; Victoria's Secret, estimated at over $15 million; and a separate catalog operation with a volume of $200 million)	1,085.9
R.H. Macy & Co., Inc., New York, N.Y.	3,468.1
Manhattan Industries, Inc., New York, N.Y.--Specialty Store Retailing Sales:	138.1
May Department Stores, St. Louis, Mo. (Department store division sales: $2,988.4 million)	4,211.8
Melville Corp., Harrison, N.Y. (Including Marshall's, $1,061.5 million in sales; Wilson's, $61.3 million; Chess King, $189.5 million; Foxmoor, $176.0 million; Linens 'n Things, $79.9 million) Apparel specialty store sales:	1,568.2
Mercantile Stores Co., Wilmington, Del.	1,625.9
Merry-Go-Round, Towson, Maryland	111.8
Miller-Wohl Co., Secaucus, N.J.	236.8
Montgomery Ward, Chicago, Ill. (Subsidiary of Mobil Oil) (Sales of Jefferson Ward Stores: $550 million)	6,003.0
G.C. Murphy Co., McKeesport, Pa.	872.1
B.C. Moore & Sons, Wadesboro, N.C.	60.0
National Shirt Shops, New York, N.Y.	66.7
New Process Co., Warren, Pa.	268.3
S.E. Nichols Inc., New York, N.Y.	277.3
Nordstrom, Inc., Seattle, Wash. (Operates 35 specialty stores)	787.9
Oshman's Sporting Goods, Inc., Houston, Tex.	283.2
Paul Harris Stores, Inc., Indianapolis, Ind.	101.0
J.C. Penney Co., Inc., New York, N.Y. (Consolidated continuing operations only)	12,078.0
Petrie Stores Corp., Secaucus, N.J. (including Winkelman's with a volume of $108.3 million)	625.6
Phillips-Van Heusen Corp., New York, N.Y.--Apparel Specialty Store Sales:	118.6
H.C. Prange Co., Sheboygan, Wis. (Including PrangeWay Discount Store sales)(Department store sales: $130 million)	255.0

MAJOR NATIONAL/REGIONAL CHAINS (continued)

Retail Chain	SALES (Millions of $)
Rapid-American Corp., New York, N.Y. (Including Lerner Stores with sales of $699 million; McCrory with sales of $818 million)	$ 2,444.7
Rose's Stores, Inc., Henderson, N.C.	829.3
Ross Stores, Newark, Calif. (Owned by U.S. Venture Partners)	80.0
Salkin & Linoff Inc., Minneapolis, Minn.	94.0
Schottenstein's Stores Corp., Columbus, Ohio (Including Wieboldt Stores with a volume of $181.4 million)	355.0
SCOA Industries, Inc., Columbus, Ohio (Includes 99 Hills Department Stores) General Merchandising Division Sales:	1,079.8
Sears, Roebuck & Co., Inc., Chicago, Ill.--U.S. Merchandising Operations:	20,439.0
Sprouse-Reitz Co., Inc., Portland, Ore.	159.1
Strawbridge & Clothier, Philadelphia, Pa. (Including sales of Clover Stores with sales of $215 million)	545.5
Super Valu Stores, Inc., Minneapolis, Minn. (Including ShopKo Stores with a volume of $475.1 million; County Seat with a volume of $195.1 million) Retail General Merchandising Operations:	670.2
Syms, New York, N.Y.	179.2
U.S. Shoe Corp., Cincinnati, Ohio Apparel Specialty Retailing Division:	765.8
Wal-Mart Stores, Inc., Bentonville, Ark.	4,666.9
F.W. Woolworth Co., New York, N.Y. (U.S. Woolworth, $1,821 million; Richman Bros., $222 million; J. Brannam, $71 million; Holtzman's Little Folk Shops, $33 million)	5,522.0
Weiner's, Houston, Texas	225.0
Younkers, Des Moines, Iowa (Equitable of Iowa Companies)	179.9
Zayre Corp., Framingham, Mass. (Discount department stores: $1,902.1 million; specialty stores: $711.5 million)	2,613.7

TRADITIONAL DEPARTMENT STORES AND APPAREL STORES OPERATED BY CONGLOMERATE CORPORATIONS

Corporations & Retail Divisions	Location of Headquarter Office or Headquarter Store
Allied Stores Corporation	New York, N.Y.
Ann Taylor	New York, N.Y.
Block's (William H. Block & Co.)	Indianapolis, Ind.
The Bon (Bon Marche)	Seattle, Wash.
Bonwit Teller	New York, N.Y.
Brooks Brothers	New York, N.Y.
Cain-Sloan	Nashville, Tenn.
Catherine's Stout Shoppe (Plus-Size Stores)	Memphis, Tenn.
Deys	Syracuse, N.Y.
Donaldson's	Minneapolis, Minn.
Garfinckel's	Washington, D.C.
Harzfelds (eliminated in 1984)	Kansas City, Mo.
Heer's	Springfield, Mo.
Herp's	Muskegon, Mich.
Jordan Marsh-New England	Boston, Mass.
Jordan Marsh-Florida	Miami, Fla.
Joske's	Dallas, San Antonio and Houston, Tex.
Levy's	Savannah, Ga.
Maas Brothers	Tampa, Fla.
Miller & Rhoads	Richmond, Va.
Miller's	Knoxville, Tenn.
Muller's	Lake Charles, La.
Plymouth	New York, N.Y.
Pomeroy's	Harrisburg and Levittown, Pa.
Read's	Bridgeport, Conn.
Stern's/Gertz	Paramus, N.J.
Troutman's (A.E. Troutman Co.) (Operation closed in Jan. 1985)	Greensburg, Pa.
Wren's (Edward Wren Stores)	Springfield, Ohio
Almy Stores, Inc. (sold to Stop & Shop Cos. in January 1985)	Brighton, Mass.
Almy's	Brighton, Mass.
Edgar's	Fall River, Mass.
Edwards	Greece and Pittsford, N.Y.
Freese's	Bangor, Maine
Gorin's	Brighton, Mass.
Star Store	New Bedford, Mass.
R.H. White	Worcester, Mass.
Witherill	Camillus, N.Y.

TRADITIONAL DEPARTMENT STORES AND APPAREL STORES OPERATED BY CONGLOMERATE CORPORATIONS
(continued)

Corporations & Retail Divisions	Location of Headquarter Office or Headquarter Store
Amfac, Inc.	Honolulu, Hawaii
Village Fashion Outlets (VFO)	Philadelphia, Pa.
Liberty House of Hawaii	Honolulu, Hawaii
Liberty House of California	Oakland, Calif.
Associated Dry Goods	New York, N.Y.
L.S. Ayres & Co. (merged with Pogue in 1984)	Indianapolis, Ind.
Caldor, Inc.	Norwalk, Conn.
The Denver Dry Goods Co.	Denver, Co.
Goldwater's	Scottsdale, Ariz.
Hahne & Co.	Newark, N.J.
Joseph Horne Co.	Pittsburgh, Pa.
Loehmann's	New York, N.Y.
Lord & Taylor	New York, N.Y.
The H. & S. Pogue Co. (merged with Ayres in 1984)	Cincinnati, Ohio
Powers Dry Goods Co.	Minneapolis, Minn.
J.W. Robinson Co.	Los Angeles, Calif.
Robinson's of Florida	St. Petersburg, Fla.
Sibley, Lindsay & Curr Co.	Rochester, N.Y.
The Stewart Dry Goods Co.	Louisville, Ky.
Stix, Baer & Fuller (sold to Dillard in 1984)	St. Louis, Mo.
Sycamore Specialty Stores	Indianapolis, Ind.
Batus, Inc. (Batus Retail Group)	New York, N.Y.
The Crescent	Spokane, Wash.
Frederick & Nelson	Seattle, Wash.
Gimbels-East	New York, N.Y.
Gimbels-Midwest	Milwaukee, Wis.
Gimbels-Pittsburgh	Pittsburgh, Pa.
Ivey's-Carolinas	Charlotte, N.C.
Ivey's-Florida	Orlando, Fla.
Kohl's Department Stores	Brookfield, Wis.
Marshall Field & Co.	Chicago, Ill.
Saks Fifth Avenue	New York, N.Y.
Thimbles	New York, N.Y.
Carter Hawley Hale Stores, Inc.	Los Angeles, Calif.
Bergdorf Goodman Co.	New York, N.Y.
The Broadway-Southern California	Los Angeles, Calif.
The Broadway-Southwest	Phoenix, Ariz.
Contempo Casuals	Los Angeles, Calif.
Emporium Capwell	San Francisco, Calif.

(continued)

TRADITIONAL DEPARTMENT STORES AND APPAREL STORES OPERATED BY CONGLOMERATE CORPORATIONS
(continued)

Corporations & Retail Divisions	Location of Headquarter Office or Headquarter Store
Carter Hawley Hale Stores, Inc. (cont'd.)	
Neiman-Marcus	Dallas, Tex.
Thalhimers	Richmond, Va.
John Wanamaker	Philadelphia, Pa.
Weinstock's	Sacramento, Calif.
Dayton Hudson Corp.	Minneapolis, Minn.
John A. Brown (sold to Dillard in 1984)	Oklahoma City, Okla.
Dayton Hudson Department Stores	Minneapolis, Minn.
Diamond's (sold to Dillard in 1984)	Phoenix, Ariz.
Mervyn's	Hayward, Calif.
Edison Brothers Stores, Inc.	St. Louis, Mo.
Fashion Conspiracy	St. Louis, Mo.
Jeans West/Oak Tree	St. Louis, Mo.
Size 5-7-9 Shops	St. Louis, Mo.
Elder Beerman Stores Corp.	Dayton, Ohio
Elder Beerman Dept. Stores	Dayton, Ohio
Margo's	Dallas, Texas
Spare Change	Dayton, Ohio
Federated Department Stores, Inc.	Cincinnati, Ohio
Abraham & Straus	Brooklyn, N.Y.
Bloomingdale's	New York, N.Y.
Boston Store	Milwaukee, Wis.
Bullock's	Los Angeles, Calif.
Burdine's	Miami, Fla.
The Children's Place	Pine Brook, N.J.
Filene's	Boston, Mass.
Filene's Basement	Boston, Mass.
Foley's	Houston, Texas
Goldsmith's	Memphis, Tenn.
Lazarus	Columbus, Ohio
I. Magnin	San Francisco, Calif.
MainStreet (opened in October 1984)	Bannockburn, Ill.
Rich's	Atlanta, Ga.
Sanger-Harris (including Levy's, Tucson, Ariz.)	Dallas, Tex.
Shillito's/Rike's	Cincinnati, Ohio
General Mills, Inc.	Minneapolis, Minn.
Eddie Bauer	Redmond, Wash.
The Talbots, Inc.	Hingham, Mass.
We Are Sportswear	Costa Mesa, Calif.

TRADITIONAL DEPARTMENT STORES AND APPAREL STORES OPERATED BY CONGLOMERATE CORPORATIONS
(continued)

Corporations & Retail Divisions	Location of Headquarter Office or Headquarter Store
W.R. Grace	New York, N.Y.
Berman's	Brooklyn Park, Minn.
Herman's World of Sporting Goods	Cartaret, N.J.
Shepler's	Wichita, Kans.
Hartmarx (formerly Hart Schaffner & Marx)	Chicago, Ill.
Baskin Clothing Co.	Chicago, Ill.
Ray Beers	Topeka, Kans.
Blackburn's	Amarillo, Tex.
Capper & Capper, Ltd.	Detroit, Mich. and Chicago, Ill.
Country Miss Stores	New York, N.Y.
deJong's	Evansville, Ind.
Field Brothers	New York, N.Y.
Arthur Frank	Salt Lake City, Utah
Frank Brothers	San Antonio, Texas
Hanny's	Phoenix, Ariz.
Hasting's	San Francisco, Calif.
Jack Henry	Kansas City, Mo.
Heyward-Mahon	Greenville, S.C.
J.O. Jones	Charlotte, N.C.
Kleinhans	Buffalo, N.Y.
Klopfenstein's	Seattle, Wash.
Kuppenheimer's	Atlanta, Ga.
Leopold Price & Rolle	Houston, Tex.
Levy-Wolf	Jacksonville, Fla.
Liemandt	Minneapolis, Minn.
Littler's	Seattle, Wash.
Merritt Schaefer & Brown	Austin, Tex.
National Clothing	St. Louis, Mo.
Polo Shop	Seattle, Wash.
Porter-Stevens	New Orleans, La.
Root's	Red Bank, N.J.
Shulman's	Hampton, Va.
Silverwoods	Los Angeles, Calif. and Las Vegas, Nev.
Stevens	Jackson, Miss.
Chas. A. Stevens	Chicago, Ill
F.R. Tripler & Co.	New York, N.Y.
Walkers	Columbus and Dayton, Ohio
Wallachs	New York, N.Y.
Wallachs of Florida	Miami, Fla.
Jas. K. Wilson	Dallas, Tex.
Wolf Bros.	Tampa, Fla.
Zachry	Atlanta, Ga.

TRADITIONAL DEPARTMENT STORES AND APPAREL STORES OPERATED BY CONGLOMERATE CORPORATIONS
(continued)

Corporations & Retail Divisions	Location of Headquarter Office or Headquarter Store
Interco, Inc.	St. Louis, Mo.
Alberts	Detroit, Mich.
Fine's Men's Shops, Inc.	Norfolk, Va.
Golde's Department Stores	St. Louis, Mo.
United Shirt Distributors, Inc.	Detroit, Mich.
Jack Eckerd Corp.	Clearwater, Fla.
JByrons Department Stores	Miami, Fla.
Eckerd's Apparel, Inc.	Charlotte, N.C.
The Limited, Inc.	Columbus, Oh.
Lane Bryant (merged with Roaman's)	New York, N.Y.
The Limited/Limited Express	Columbus, Oh.
Roaman's (merged with Lane Bryant)	New York, N.Y.
Sizes Unlimited/Smart Size	New York, N.Y.
Victoria's Secret	Columbus, Oh.
R.H. Macy & Co., Inc.	New York, N.Y.
Bamberger's	Newark, N.J.
Macy's Atlanta (consolidation of Davison's & Macy's Midwest)	Atlanta, Ga.
Macy's California	San Francisco, Calif.
Macy's New York	New York, N.Y.
Manhattan Industries, Inc.	New York, N.Y.
Manhattan Factory Outlet	Fairlawn, N.J.
Frost Brothers, Inc.	San Antonio, Tex.
Manhattan Ward, Inc.	Conshohocken, Pa.
The May Department Stores Co.	St. Louis, Mo.
Famous-Barr Co.	St. Louis, Mo.
G. Fox & Co.	Hartford, Conn.
The Hecht Co.	Washington, D.C. and Baltimore, Md.
Kaufmann's	Pittsburgh, Pa.
May-Cohens	Jacksonville, Fla.
The May Co.	Cleveland, Oh.
May Co., California	Los Angeles and San Diego, Calif.
May-D & F	Denver, Co.
Meier & Frank Co.	Portland, Ore.
The M. O'Neil Co.	Akron, Oh.
Stouss	Youngstown, Oh.

TRADITIONAL DEPARTMENT STORES AND APPAREL STORES OPERATED BY CONGLOMERATE CORPORATIONS
(continued)

Corporations & Retail Divisions	Location of Headquarter Office or Headquarter Store
Melville Corp.	Harrison, N.Y.
Chess King	Worcester, Mass.
Foxmoor	West Bridgewater, Mass.
Linens n' Things (Acquired in April 1983)	Roseland, N.J.
Marshall, Inc.	Woburn, Mass.
Wilson's	Los Angeles, Calif.
Mercantile Stores Co., Inc.	Wilmington, Del.
Bacon's	Louisville, Ky.
Castner-Knott Co.	Nashville, Tenn.
de Landrecies	Fargo, N.D.
Gayfer's/Montgomery Fair	Montgomery, Ala.
C.J. Gayfer & Co.	Mobile, Ala.
Glass Block	Duluth, Minn.
Hennessey's	Billings, Mont.
The Jones Store Co.	Kansas City, Mo.
Joslin's	Denver, Co.
Lion	Toledo, Oh.
McAlpin's	Cincinnati, Ohio & Lexington, Ky.
Root's	Terre Haute, Ind.
J.B. White	Augusta, Ga. & Columbia, S.C.
The Miller-Wohl Co. Inc. (acquired by Petrie Stores Corp. in 1984)	Secaucus, N.J.
Anita's	Secaucus, N.J.
Lizzie B.	Secaucus, N.J.
Jean Nicole	Secaucus, N.J.
Three Sisters	Secaucus, N.J.
Petrie Stores Corp.	Secaucus, N.J.
David's	Secaucus, N.J.
Franklin's	Secaucus, N.J.
G & G Shops	New York, N.Y.
Hartfield's	Secaucus, N.J.
Marianne	Secaucus, N.J.
Petrie's	Secaucus, N.J.
Stuart's	Secaucus, N.J.
Whitney (Acquired in December 1983)	Secaucus, N.J.
Winkelman's (Acquired in January 1984)	Detroit, Mich.
Phillips-Van Heusen Corp.	New York, N.Y.
Hamburger's	Baltimore, Md.
Harris & Frank	Los Angeles, Calif.
Juster's	Minneapolis, Minn.

(continued)

TRADITIONAL DEPARTMENT STORES AND APPAREL STORES OPERATED BY CONGLOMERATE CORPORATIONS (continued)

Corporations & Retail Divisions	Location of Headquarter Office or Headquarter Store
Phillips-Van Heusen Corp. (cont'd.)	
Kennedy's	Boston, Mass.
Rices Nachmans (To be sold to Hess's Department Stores, Allentown, Pa.)	Norfolk, Va.
Rapid-American Corp.	New York, N.Y.
Lerner Stores Corp. (acquired Limited in 1985)	New York, N.Y.
McCrory Stores Corp.	New York, N.Y.
U.S. Shoe Corp.	Cincinnati, Oh.
Ups 'n Downs	Enfield, Conn.
August Max	New York, N.Y.
Career Images	Enfield, Conn.
Caren Charles	Enfield, Conn.
Casual Corner	Enfield, Conn.
T.H. Mandy	Merrfield, Va.
The Proving Ground	Enfield, Conn.
J. Riggings	Atlanta, Ga.
Petite Sophisticate	Enfield, Conn.
F.W. Woolworth Co.	New York, N.Y.
Anderson-Little	Fall River, Mass.
J. Brannam	New York, N.Y.
Richman Brothers	Cleveland, Oh.
Susie's Casuals	New York, N.Y.
Woolworth's	New York, N.Y.
Holtzman's Little Folk Shops	City of Industry, Calif.

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COATS, SUITS, RAINWEAR, AND FURS (WOMEN'S, MISSES' AND JUNIORS'): Details number of manufacturers by employment size, cuttings, and value of shipments. Also covered at the industry level are price trends and imports/exports. At the retailer level, data is presented on estimates of retail volume, merchandising and operating results, and seasonal patterns in advertising. Also focuses on consumer buying habits and plans.

CONSUMER MARKET DEVELOPMENTS: Provides a detailed view of consumers in the U.S., including population by age, personal income, the labor force, employment and earnings, households and living arrangements. Also covers trends in consumer prices, in personal consumption expenditures by product classification and in retail sales by store types, and the outlook for consumer markets based on current economic trends. (1983 Edition available now -- 1984 Edition will be available in February, 1985)

DRESSES (WOMEN'S, MISSES' AND JUNIORS'): Statistics on the dress industry, including trends in the number of manufacturers, and in production and shipments. Also data on fabric types and manufacturers' price lines and shipments by region of the country. Includes estimates on retail sales and data on the consumer market in terms of important demographic data.

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HOSIERY/LEGWEAR (MEN'S, WOMEN'S AND CHILDREN'S): A comprehensive report on these industries at the mill, retailer and consumer levels. Included are details on production and shipments, retail sales by type of outlet and on patterns in consumer spending in terms of major demographic characteristics.

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INFANTS', TODDLERS', GIRLS' AND BOYS' WEAR: Manufacturer data spotlights production, value of shipments, number of manufacturers, employment in the industry by company size, price trends. At the retailer level, data focuses on sales share by type of outlet and on operating ratios in department and specialty stores. Also covers data on purchases of children's wear by price line and season.

INNER FASHIONS: NIGHTWEAR, DAYWEAR AND LOUNGEWEAR (WOMEN'S, MISSES' & JUNIORS'): Data on production and shipments, tracing market shifts in response to fashion changes. Imports are covered, retail trends and merchandising ratios, and data on consumer purchases by price point, store type and month.

MAJOR APPLIANCES AND ELECTRIC HOUSEWARES: Covers a wide range of products in the major appliance and traffic appliance classifications, including heating, laundry and cooking appliances for household use, cleaning equipment, and personal care appliances. Details production and shipments, sales trends, retail merchandising results, more.

MEN'S FURNISHINGS AND WORK WEAR: Includes information on number of manufacturers, production and shipment figures on shirts, underwear, nightwear, neckwear, hats, etc., size of firms, imports and exports. Also provides data at the retail level, including sales and merchandising trends, operating ratios, and sales share by type of outlet.

MEN'S SPORTSWEAR, CASUAL WEAR AND JEANS: The wide variety of men's wear items included in this broad category are covered from available information on the industry at the manufacturer, retailer and consumer level. Included is information on production and shipments, imports, exports, market trends, retail sales and consumer buying practices. Trendy data, such as developments in Western wear, designer labels, fashion jeans and active wear, are included.

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E.B. Gold, Manager
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CONSUMER MARKET DEVELOPMENTS

Current Trends

The current financial situation of American families, and their generally up-beat mood following the best year (1984) of improvement in two decades, indicates that improved consumer spending will continue through late 1985, but retailers face a tough competitive marketplace.

The optimism in consumer sentiment, according to the University of Michigan's Institute for Social Research, is based on the expectation that inflation will continue at low levels, rather than on higher income expectations. This has lead more consumers to consider the purchase of a new home, to buy a new car or to purchase large household durables than noted a year ago--but to spend carefully.

Total disposable personal income has been rising. In January it was up 0.6% on a seasonally adjusted basis compared with December, capping 2 years of strong growth. For the year 1984, real disposable personal income (constant dollars) rose 6.7% compared with 1983. The job market is generally good, and consumer confidence has been bolstered by the stable unemployment rate as well as by the lowered rate of inflation and by lower rates of interest.

By the end of 1984, liquid net worth, according to the senior economist at Morgan Stanley & Company, amounted to 47% of income (compared with a postwar low of 36.5% in 1949), and consumers generally appeared to be in a good position to pay off their rising debt. (In the final quarter of 1984 consumer installment credit relative to income averaged about 17.4%, close to the peak reached in 1979 of 17.4%).

Although consumers spent heavily last year, boosting outlays 8.9%, they also put more money aside. Savings went up by almost 33%, and jumped from 5.0% of disposable income in 1983 to 6.1% in 1984.

The attention of marketers is focused on the record total of young adults, resulting from the big baby-boom years, who are frequently referred to as "Yuppies"--or young, urban, professionals. While many fit this description, and have spending habits that also fit, many other people in the same age bracket do not fit the mold of free-spenders. They have debts--arising from the costs of their educations, or young families, etc. So the market has to be taken in segments, rather than as a homogeneous whole. But even taking these exceptions into consideration, the young adults are having an impact on markets and life styles that is unprecedented.

Spending patterns in the nation are also being influenced by the growing older population, and this trend will continue in the years ahead. The population is aging, and this will become an increasingly important factor in market planning.

POPULATION TRENDS

Births

Fluctuations in population growth rates in the U.S. are primarily the result of changes in fertility rates. Changes in mortality rates and in net immigration play a less important role.

In 1957, the nation's fertility rate (live births per 1,000 women 15 to 44 years of age) reached an all-time high of 122.7, bringing the birth total in that year to a record 4.3 million. The birth rate that year (births per 1,000 population) was 25.2--matching the record high which had been reached in 1954. The annual birthrate declined slightly from 1957 to 1961, after which there was a marked decline, bringing an end to the "baby boom," which started in 1946.

Both birth and fertility rates have declined sharply since their highs. Final figures for 1982, recently issued by the National Center For Health Statistics, show a fertility rate of 67.3 for all races and a birth rate of 15.9. Both measurements were down slightly from 1981. Provisional statistics for 1983 indicate declines of about 3% each in both the fertility and birth rates compared with 1982. The estimated fertility rate of 65.4 in 1983 was the second lowest rate ever recorded in the U.S. (The lowest was in 1976--65.0). In the first nine months of 1984, the fertility rate averaged 66.3, virtually unchanged from the rate in the same 1983 period.

The Census Bureau, U.S. Department of Commerce, which began publishing an annual series of national fertility rates in 1980, bases their rates on women age 18 to 44 years (rather than 15 to 44 as used by the National Center For Health Statistics). According to the Census Bureau, the fertility rate for the U.S. in 1983 was an estimated 73.2 births per 1,000 women 18 to 44 years, and it was reported that this rate had remained stable since 1980. As noted in the table below, fertility rates for the non-white population average much higher than for the white population, but these rates, too, have declined from peak levels.

The final figure on registered births in the U.S. in 1982 was 3,680,000, representing a 1.4% increase over the 1981 total. The estimated total in 1983, 3,614,000, indicated a 1.8% decline compared with 1982 (the first decrease since 1975), but the total of registered live births reported in the first 9 months of 1984 was 1.5% above the total in the same 1983 period.

Live Births in the U.S., Birth Rates & Fertility Rates, 1972-1983

	Number (thous.)				Birth Rate*				Fertility Rate**			
	All		All Other		All		All Other		All		All Other	
Year	Races	White	Total#	Black	Races	White	Total#	Black	Races	White	Total#	Black
1983(p)	3,614.0	na	na	na	15.5	na	na	na	65.4	na	na	na
1982	3,680.5	2,942.0	738.5	592.6	15.9	14.9	21.9	21.4	67.3	63.9	85.5	84.1
1981	3,629.2	2,908.7	720.6	587.8	15.8	14.8	22.0	21.6	67.4	63.9	86.4	85.4
1980	3,612.3	2,898.7	713.5	589.6	15.9	14.9	22.5	22.1	68.4	64.7	88.6	88.1
1979	3,494.4	2,808.4	686.0	577.9	15.6	14.5	22.2	22.0	67.2	63.4	88.5	88.3

(continued)

Births (continued)

Live Births in the U.S., Birth Rates & Fertility Rates, 1972-1983
(continued)

Year	Number (thous.)				Birth Rate*				Fertility Rate**			
	All Races	White	All Other		All Races	White	All Other		All Races	White	All Other	
			Total#	Black			Total#	Black			Total#	Black
1978	3,333.3	2,681.1	652.2	551.5	15.0	14.0	21.6	21.3	65.5	61.7	87.0	86.7
1977	3,326.6	2,691.1	635.6	544.2	15.1	14.1	21.6	21.4	66.8	63.2	87.7	88.1
1976	3,167.8	2,567.6	600.2	514.2	14.6	13.6	20.8	20.5	65.0	61.5	85.8	85.8
1975	3,144.2	2,552.0	592.2	511.6	14.6	13.6	21.0	20.7	66.0	62.5	87.7	87.9
1974	3,160.0	2,575.8	584.1	507.2	14.8	13.9	21.2	20.8	67.8	64.3	89.8	89.7
1973	3,137.0	2,551.0	585.9	512.6	14.8	13.8	21.7	21.4	68.8	64.9	93.4	93.6
1972	3,258.4	2,655.5	602.8	531.3	15.6	14.5	22.8	22.5	73.1	68.9	99.5	99.6

na not available
(p) provisional (estimated)
* Live births per 1,000 population
** Live births per 1,000 women 15-44 years of age.
# Includes races not separately reported, as well as Black.

Source: U.S. Department of Health & Human Services,
National Center for Health Statistics,
Advance Report of Final Natality Statistics
(Vol. 33, No. 6, Sept. 1984)

The declines in measures of fertility between 1982 and 1983 reflect both the sharply reduced rate of growth in the number of women in the childbearing ages and apparent declines in at least some of the age-specific birth rates. Between 1982 and 1983 there was an increase of just 1% in the number of women age 15-44, but the increases were at the older end of the scale. The number of women 15-19 years declined 3%, women age 20-24 years declined about 1% in number. Women under 25 accounted for nearly half of all births in 1981.

According to recent projections by the U.S. Census Bureau, the number of women in the childbearing ages will increase very slightly and then stabilize through the late 1980's. While there has been an increase in births among women in their 30's--a group that has established their careers and now want to have children--little or no change can be expected in the annual number of births unless some of the apparent declines in age-specific birth rates are reversed.

Births (continued)

Births Per 1,000 Women: June 1980 & June 1983

Age of Women	1983	1980	% Change 1980-83
18 - 44 years	73.2	71.1	+ 2.1%
18 - 24	96.6	96.6	--
25 - 29	121.0	114.8	+ 6.2
30 - 34	69.1	60.0	+ 9.1
35 - 39	27.5	26.9	+ 9.6
40 - 44	8.9	9.9	- 1.0

Source: U.S. Bureau of the Census,
Current Population Reports, Series P-20, No. 386

Current levels of anticipated childbearing reflect progressive declines. For currently married women who were 18 to 34 years old at each survey date, lifetime birth expectations declined sharply from an average of 3.1 per married woman in 1967 to 2.6 in 1971 to 2.2 births per married woman in 1979, and 2.1 in 1983.

Women 30 to 34 years averaged 13.8 first births per 1,000 women in 1983, up from 12.8 in 1980, according to the Census Bureau. First births among those 35 to 39 rose to 5.2 per 1,000, up from 3.6 in 1980. Among women 30 to 44 who had children in 1983, 40% were employed; for women 18 to 29 only 33% who bore children during the year held jobs outside the home. Only 10% of the younger mothers had family incomes of more than $35,000, compared with one-fourth of their older counterparts. Of the 30 to 44 year old mothers, 49% had completed at least one year of college compared with only 27% of the younger mothers.

The data suggests that the initial home environment differs substantially for children born to women under 30 compared with children born to older women, the latter group of women characterized as being more highly educated, in a professional or managerial occupation, and with a higher family income.

The most recent data on total births by age of mother, covering 1982, show the strong trend to a growing share among older women.

Distribution of Births by Age of Mother, 1978-1982

	1982	1981	1980	1979	1978
Total births	100.0%	100.0%	100.0%	100.0%	100.0%
Age of mother:					
Under 20 years	14.2	14.8	15.6	16.0	16.6
20 to 24 years	32.8	33.4	33.9	34.0	34.2
25 to 29 years	31.3	31.1	30.7	30.6	30.5
30 to 34 years	16.4	16.0	15.2	14.8	14.2
35 & older	5.3	4.7	4.6	4.6	4.5

Source: U.S. Dept. of Health & Human Services,
National Center For Health Statistics

Births (continued)

Besides the increasingly upscale profile of the new-mother/baby market, another factor of importance to marketers of infants' apparel and equipment is the trend in birth order. First-born require a greater outlay of money, later children are outfitted with some hand-me-downs. In 1982, first-born children accounted for a peak share of total births--42.3%, up from 39.6% in 1972. About 11% of the first-born children in 1982 had mothers who were 30 years of age or older (the most affluent group), compared with 8% in 1979, 4% in 1971.

Birth Orders As Percent of Total Births, 1972-1982

	1982	1979	1972
Total births	100.0%	100.0%	100.0%
Birth order:			
First	42.3	42.3	39.6
Second	32.4	32.0	28.5
Third	15.1	15.0	14.1
Fourth & higher	9.7	10.7	15.0
Not stated	0.5	--	2.8

Source: U.S. Dept. of Health & Human Services,
National Center For Health Statistics.

Fertility rates within the U.S. vary considerably on a geographic basis. In 1982, rates for the nine geographic divisions ranged from 56.4 live births per 1,000 women aged 15-44 (New England) to 82.4 (Mountain). The rates in the West North Central, West South Central, Mountain, and Pacific Divisions were all higher than the rate for the United States (67.3). The rates in the remaining five divisions were lower than the U.S. rate.

Fertility rates by State varied widely, ranging from 54.4 (Massachusetts) to 115.4 (Utah). Rates were higher than the U.S. rate for 25 States and lower for 25 States and the District of Columbia.

Live Births by Race of Child, Birth Rates & Fertility Rates
U.S. & Nine Geographic Divisions, 1982

	Number (000)				
	Total (all races)	White	Black	Rate	Fertility Rate
United States	3,680,537	2,942,054	592,641	15.9	67.3
New England	167,590	152,686	11,543	13.5	56.4
Middle Atlantic	507,874	401,551	94,178	13.8	59.1
East North Central	644,997	536,285	98,025	15.5	65.7
West North Central	283,347	254,758	19,287	16.3	71.5
South Atlantic	563,055	389,704	163,900	14.7	62.3
East South Central	230,202	165,828	62,488	15.5	66.4
West South Central	476,519	376,671	85,527	18.9	79.9
Mountain	236,516	211,575	7,769	19.6	82.4
Pacific	570,437	452,996	49,924	17.2	71.5

Source: U.S. Dept. of Health & Human Services,
National Center For Health Statistics.

Births (continued)

The ratio of male births per 1,000 female births in the U.S. has ranged between 1,051 and 1,055 since 1968 (in 1982 it was 1,051). There has been a consistent pattern in the monthly occurrence of births for many years, with the peak months generally August or September. Birth and fertility rates in 1983 and in 1982 were considerably higher in the first 6 months of the year than in the last 6 months, on a seasonally adjusted basis.

Percent Distribution of Registered Live Births By Months, 1982, 1983

	1983	1982
Total births	100.0%	100.0%
January	8.5	8.1
February	7.5	7.5
March	8.6	8.3
April	7.9	7.9
May	8.3	8.3
June	8.2	8.4
July	9.1	8.9
August	8.9	8.9
September	8.6	8.9
October	8.5	8.5
November	7.9	8.0
December	8.0	8.2

Source: U.S. Dept. of Health & Human Services,
National Center for Health Statistics.

Total Population

At the start of 1985, an estimated 237.2 million people--10.7 million more than were counted in the April 1980 census--were living in the United States. This was 2.1 million higher than the 1984 New Year's Day figure. The record for net population growth in a single year is 3.1 million, recorded during the baby-boom year of 1957. The total U.S. population was then about 168 million.

The U.S. resident population increased 0.9% in 1984 and 1.0% in 1982 and 1981. In contrast, the annual rate of increase during the peak years of the baby boom (1946-61) ranged from 1.6% to 1.9%.

Including the Armed Forces overseas, the total population as of July 1, 1984 was 236.6 million, an increase of 8.9 million (3.9%) over the total on July 1, 1980 and 2.1 million (0.9%) over the total on July 1, 1983.

Total Population (continued)

Estimates of the Population by Type, July 1, 1970-1984
(In Thousands)

As of July 1	Total Population Including Armed Forces Overseas	Resident Population	Civilian Population
1984	236,634	236,108	234,395
1983	234,496	233,981	232,286
1982	232,309	231,786	230,117
1980	227,738	227,236	225,632
1970	205,052	203,984	201,895

Source: U.S. Bureau of the Census,
Current Population Reports, Series P-25, No. 959

Age Structure of the Population

The age structure of the population today is determined primarily by the size of the birth cohorts since the turn of the century. As noted in the previous data covering Births, the trend of declining births was reversed in 1976 and gains were registered each year through 1982. This has resulted in an increase in the population under 5 years of age, which totaled 17.8 million as of July 1, 1983--the largest number for this age group since 1968 (17.9 million). The increase is almost entirely due to the rise in the number of women in their prime childbearing years, however, as the total fertility rate has changed very little since 1975.

The young school-age group (5 to 13 years of age) declined 3.3%, from 31.2 million to 30.1 million from April 1, 1980 to July 1, 1983. This group has been affected by both the long-term decline in births and the recent reversal of this trend (which did not, however, hold up in 1983 and 1984, according to preliminary estimates). Reversing the steady decline in the size of this group since 1970, increases will now be registered as the large number of 1-to-4 year olds advances to this group.

The population 14 to 17 years of age has declined by almost 10% since 1980--much faster than any other age group. This group peaked in 1975 at 17.1 million. Since 1980, the high school population has declined from 16.2 million to 14.6 million in 1983.

During the 1960's and 1970's, the 18-to-24-year-old group registered enormous gains as the baby-boom cohorts entered the age group. This group has now begun to decline, and this will continue for years to come.

Age Structure of the Population (continued)

The population 24 to 44 years of age grew significantly between 1980 and 1983, increasing from 37.3 million to 40.3 million (8.3%). The fastest growth (14.8%), from 25.7 million to 29.5 million, occurred in the 35-to-44-year-old age group, as the smaller pre-World War II birth cohorts were replaced by the much larger post-World War II birth cohorts at the beginning of the baby boom. The 35-to-44-year-olds will continue to be the fastest growing of the age groups for some time.

From 1980 to 1983, the 45-to-54-year-old group declined by almost 500,000, or by 2.0%. This decline should continue for the next few years as the Depression birth cohorts continue to replace their pre-Depression counterparts. The population in ages 55 to 64 rose by 2.4%, from 21.7 million to 22.2 million. This age group will begin to stabilize and then decline in the next few years as the Depression babies begin to move into those ages.

Senior citizens continue to experience significant growth in their ranks, especially those over 75 years of age. The population 75 to 84 years of age grew by 10.2%, while those 85 years and over grew by 11.7%. The population age 65 to 74 years increased 5.0%.

The continued aging trend in the U.S. population is reflected in the change in the median age. Between 1980 and 1983, the median age rose 0.9 years, from 30.0 to 30.9 years. In 1970, the median was 27.9 years. This aging trend is expected to continue as the early baby-boom generations head toward middle age.

Trends in Population By Sex

Births of male babies outnumber females, and males dominate in the population up until about age 29, after which females predominate due to the higher death rates among males. Among Non-Whites, females begin to outnumber males at about age 22.

While the ratio of older people to younger people is expected to widen in the years ahead, the gap in the number of females to males will narrow. By 2050, according to a recent study issued by the Metropolitan Life Insurance Co., the gap in the number of females to males will narrow. By 2050, according to this study, there will be just 200,000 more women than men age 25 to 64 compared with an estimated 58.5 million women to 55.9 million men at the present time.

POPULATION TRENDS

Population By Age & Sex

Distribution of the Resident Population
By Age & By Sex, July 1, 1980, 1983

	Number (000)		% Distribution		% Change
	1983	1980(r)	1983	1980	1983/1980
Total all ages	233,981	227,236	100.0%	100.0%	+ 3.0%
Under 5 years	17,826	16,459	7.6	7.2	+ 8.3
5 to 9 years	15,981	16,600	6.8	7.3	- 3.7
10 to 14 years	17,781	18,230	7.6	8.0	- 2.5
15 to 24 years	40,884	42,493	17.5	18.7	- 3.8
25 to 34 years	40,146	37,426	17.2	16.5	+ 7.3%
35 to 44 years	29,423	25,824	12.6	11.4	+ 13.9
45 to 54 years	22,336	22,732	9.5	10.0	- 1.7
55 to 64 years	22,219	21,759	9.5	9.6	+ 2.1
65 & over	27,384	25,713	11.7	11.3	+ 6.5
Median age	30.9	30.0	--	--	+ 0.9 years
Male population, total	113,714	110,413	100.0%	100.0%	+ 3.0%
Under 5 years	9,121	8,418	8.0	7.6	+ 8.3
5 to 9 years	8,174	8,490	7.2	7.7	- 3.7
10 to 14 years	9,091	9,309	8.0	8.4	- 2.3
15 to 24 years	20,700	21,437	18.2	19.4	- 3.4
25 to 34 years	19,984	18,567	17.6	16.8	+ 7.6
35 to 44 years	14,465	12,669	12.7	11.5	+ 14.2
45 to 54 years	10,810	10,981	9.5	9.9	- 1.5
55 to 64 years	10,379	10,176	9.1	9.2	+ 2.0
65 & over	10,992	10,367	9.7	9.4	+ 6.0
Median age	29.6	28.9	--	--	+ 0.7 years
Female population, total	120,267	116,823	100.0%	100.0%	+ 2.9%
Under 5 years	8,705	8,041	7.2	6.9	+ 8.3
5 to 9 years	7,807	8,110	6.5	6.9	- 3.7
10 to 14 years	8,690	8,921	7.2	7.6	- 2.6
15 to 24 years	20,184	21,056	16.9	18.0	- 4.1
25 to 34 years	20,162	18,860	16.8	16.1	+ 6.9
35 to 44 years	14,959	13,155	12.4	11.3	+ 13.7
45 to 54 years	11,526	11,752	9.6	10.1	- 1.9
55 to 64 years	11,841	11,584	9.8	9.9	+ 2.2
65 & over	16,392	15,346	13.6	13.1	+ 6.8
Median age	32.2	31.3	--	--	+ 0.9 years

(r) revised

Source: U.S. Bureau of the Census,
Current Population Reports,
Series P-25, No. 949 (May 1984)

POPULATION TRENDS

Trends in Population By Race

Total Population of the U.S. Including Armed Forces Overseas
July 1, 1980, 1983
(In Thousands)

	Total	White	Black & Other Races	Black
1983	234,496	199,887	34,609	28,215
1980	227,738	195,549	32,189	26,905

Source: U.S. Bureau of the Census,
Current Population Reports,
Series P-25, No. 949 (May 1984)

From 1980 to 1983, the total population of the U.S., including Armed Forces overseas, increased 3.3%. In this same period, the White population gained 2.5% and the Black population increased 5.3%. The 28.2 million Blacks in the population represented 12% of the total, up from 11% in 1970. A high fertility rate is the primary reason for the faster gain in the Black population. The proportion who are under 20 years of age is much larger than for Whites, and the Black median age in 1983 was 25.8 (up from 24.8 years in 1980). Higher mortality and shorter life spans are also factors in the younger median age for Blacks.

Races other than White and Black grew in number from 5.2 million to 6.4 million between 1980 and 1983 (up 23.6%), primarily due to immigration, and Asians were the predominant race in this group.

The number of Hispanics in the U.S. population (which may include people included in either the White or Black counts) has been estimated by Strategy Research Corp. at 16.9 million (not including Puerto Rico), as of 1984. Over a third are under the age of 18.

Further details on the racial composition of the U.S. population (resident) were covered in detailed reports issued by the Census Bureau covering the 1980 population census.

Persons of Spanish origin jumped 61.0% in number to 14.6 million in the ten year period, 1970-1980. Hispanics of Mexican descent accounted for 60% of the Spanish population in 1980, 14% were Puerto Rican, 5% Cuban and 21% were of miscellaneous Spanish origins.

Trends in Population By Race (continued)

Race & Spanish Origin of the Resident Population of the U.S., April 1, 1970 & 1980

	Number (000)		% Distribution		Median Age (Years)	
	1980	1970	1980	1970	1980	1970
Total, all races	226,546	203,212	100.0%	100.0%	30.0	28.1
White	188,372	177,749	83.1	87.5	31.3	28.9
Black	26,495	22,580	11.7	11.1	24.9	22.2
American Indian, Eskimo, Aleut	1,420	827	0.6	0.4	22.3	nr
Asian & Pacific Islander	3,424	1,539	1.5	0.8	28.7	nr
Other races	6,758	517	3.0	0.3	nr	nr
Persons of Spanish Origin*	14,609	9,073	6.4	4.5	23.2	nr
White	8,115	8,466	3.6	4.2	nr	nr
Black	391	455	0.2	0.2	nr	nr
Other races	6,103	152	2.7	**	nr	nr

nr not reported

* Persons of Spanish origin may be of any race. A much larger proportion of the Spanish population in 1980 than in 1970 reported their race as "other." In 1970, 93% of Spanish origin persons classified themselves as white compared with 56% in 1980. As a consequence, the "white" and "other races" categories are not exactly comparable.

** Less than 0.1%.

Source: U.S. Bureau of the Census
1980 Census of Population
U.S. Summary PC80-1-B1

According to Sales & Marketing Management's 1984 Survey of Buying Power, about one-third of the Black population lived in 10 major Metropolitan Areas in 1983.

Leading Black Metros, 1983

Metro Market	1983 Black Population (thous.)	% of Met. Area Total Population
1. New York	2,012.8	24.4%
2. Chicago	1,378.1	22.9
3. Los Angeles-Long Beach	992.1	12.9
4. Philadelphia	898.3	19.0
5. Washington	885.3	26.3
6. Detroit	864.5	19.9
7. Houston	612.0	19.4
8. Baltimore	566.1	25.2
9. Atlanta	555.4	23.9
10. New Orleans	433.8	32.6

Source: Sales & Marketing Management Magazine, July 23, 1984

Trends in Population By Race (continued)

The Hispanics population is very highly concentrated in a few market areas. According to the 1980 census of population, 73% lived in just five States. According to estimates compiled by Sales & Marketing Management Magazine, about 63% of the Hispanic population in 1983 resided in 25 metro areas.

State	1980 Hispanic Population (thousands)	Majority Type
California	4,541.3	80% Mexican
Texas	2,982.6	92% Mexican
New York	1,660.6	59% Puerto Rican
Florida	858.1	55% Cuban
Illinois	634.6	64% Mexican
5-State Total	10,677.2	

Source: U.S. Bureau of the Census,
1980 Census of Population

The ethnic types represented in the total U.S. Hispanic market in 1980, according to the census of population, were as follows: Mexican, 59.4%; Puerto Rican, 13.7%; Cuban, 5.5%; other Spanish, 21.3%.

Population Projections

The U.S. population will grow more slowly from now on and will virtually cease to grow half way through the next century, according to projections by the U.S. Census Bureau released in mid-1984.

The report shows that the Nation is about to start aging rapidly. The median age of the total population, including Armed Forces overseas, rose from 29.4 years in 1960 to an all-time high estimated at 31.1 years in 1984. The median in 2000, assuming a small rise in fertility, steady increases in life expectancy, and that net legal immigration will remain at recent levels, is projected at 36.3 years, and at 40.8 years for the year 2030.

Most growth over the next century will occur in the next 50 years, with the total population rising from 232 million in 1982 to an estimated 305 million by 2030. From 2030 to 2080 the growth will total less than 6 million, according to Census Bureau middle-range projections.

The ratio of the working-age population, those 18 to 64, to the retirement age population will begin an unprecedented decline. For every person 65 or older in 1982, the Nation had 5.3 people of working age. The ratio will drop to 4.7 in 2000, to 2.7 in 2030 and to 2.4 in 2080.

POPULATION TRENDS

Population Projections (continued)

The total population aged 18 to 24, at an all-time high of 29.5 million in 1984, will drop over 18% to 24.1 million by 1994 as the baby-boom generation continues to age, then rebound to about 24.5 million in 2000, and to 28 million by 2010.

The greatest numerical growth in the near future will be in the 30-to-44-year-age group--from 50.2 million in 1984 to 63.3 million by 1994 (a gain of 26%).

The Non-White proportion of the population will rise from 14.5% in 1982 to 16.9% in 2000, to 20.7% in 2030 and 25.5% in 2080. The Black proportion of the Non-White population will drop from about 90% in 1970 and 82.5% in 1982 to about 80% in 2000, and continue to decline after that.

Overall, on the basis of the middle of three series of projections compiled by the Census Bureau, the total population including Armed Forces overseas is projected to gain almost 17% in the next 10 years, increasing from 236.4 million in 1984 to 257.7 million in 1994.

Population Projections - 1984, 1994, 2005
(Middle Series*)

	Number (Thousands)			% Change 2005/	Percent Distribution		
	1984	1994	2005	1984	1984	1994	2005
Total, all ages	236,416	257,714	275,677	+ 16.6%	100.0%	100.0%	100.0%
Under 5 years	18,232	18,823	17,449	- 4.3	7.7	7.3	6.3
5 to 9 years	16,219	19,281	17,772	+ 9.6	6.9	7.5	6.5
10 to 15 years	20,944	21,991	22,865	+ 9.2	8.9	8.5	8.3
16 years & over	181,021	197,619	217,591	+ 20.2	76.5	76.7	78.9
16 - 19	15,009	13,138	15,765	+ 0.5	6.3	5.1	5.7
20 - 34	62,726	58,792	54,122	- 13.7	26.5	22.8	19.6
35 - 54	53,090	71,389	82,018	+ 54.5	22.4	27.7	29.7
55 - 64	22,210	20,793	29,459	+ 32.6	9.4	8.1	10.7
65 & over	27,986	33,507	36,227	+ 29.4	11.8	13.0	13.1
Median age (years)	31.1	34.3	37.6	+ 20.9	--	--	--

* Middle in a series of three different projections, each based on alternative assumptions for future fertility, mortality, and net immigration levels. Includes Armed Forces overseas.

Note: Columns may not add to totals shown due to rounding.

Source: U.S. Bureau of the Census,
Current Population Reports
Series P-25, No. 952 (May 1984)

POPULATION TRENDS

Population Projections (continued)

U.S. Population by Single Years of Age (Infants, Children, Youths) & Older Groups
Middle Series Projections* - 1984, 1994

(Numbers in thousands)

	Total		Male		Female	
	1984	1994	1984	1994	1984	1994
Total, all ages	236,416	257,714	115,073	125,464	121,343	132,251
Under 5 years	18,232	18,823	9,329	9,635	8,904	9,188
Under 1 year	3,734	3,671	1,912	1,880	1,822	1,792
1 year	3,684	3,721	1,886	1,905	1,798	1,816
2 years	3,646	3,770	1,865	1,930	1,781	1,840
3 years	3,598	3,814	1,841	1,952	1,757	1,862
4 years	3,570	3,847	1,825	1,969	1,745	1,878
5 to 9 years	16,219	19,281	8,296	9,866	7,924	9,415
5 years	3,367	3,868	1,723	1,979	1,645	1,888
6 years	3,237	3,874	1,655	1,982	1,582	1,892
7 years	3,254	3,867	1,664	1,979	1,589	1,888
8 years	3,150	3,849	1,610	1,970	1,539	1,880
9 years	3,211	3,823	1,643	1,956	1,568	1,867
10 to 14 years	17,295	18,552	8,845	9,487	8,450	9,064
10 years	3,142	3,788	1,607	1,938	1,535	1,850
11 years	3,269	3,746	1,671	1,916	1,598	1,829
12 years	3,391	3,711	1,734	1,898	1,657	1,814
13 years	3,746	3,666	1,916	1,875	1,829	1,791
14 years	3,748	3,640	1,917	1,860	1,831	1,780
15 to 19 years	18,658	16,577	9,516	8,470	9,143	8,107
15 years	3,649	3,439	1,863	1,758	1,786	1,681
16 years	3,563	3,309	1,818	1,691	1,744	1,618
17 years	3,652	3,326	1,861	1,700	1,791	1,626
18 years	3,774	3,221	1,926	1,645	1,848	1,596
19 years	4,020	3,282	2,047	1,676	1,973	1,606
20 to 24 years	21,706	17,636	11,018	8,974	10,689	8,662
25 to 29 years	21,527	19,059	10,803	9,631	10,724	9,429
30 to 34 years	19,493	22,097	9,701	11,120	9,792	10,977
35 to 39 years	17,056	21,742	8,433	10,841	8,623	10,901
40 to 44 years	13,679	19,491	6,715	9,639	6,964	8,592
45 to 64 years	44,565	52,322	21,202	25,192	23,362	27,130
65 & over	27,986	33,507	11,217	13,302	16,768	20,205

* Middle in a series of three different projections, each based on alternative assumptions for future fertility, mortality, and net immigration levels. Includes Armed Forces overseas.

Note: Columns may not add to totals shown due to rounding.

Source: U.S. Bureau of the Census, Current Population Reports, Series P-25, No. 952 (May 1984)

Population Projections (continued)

As previously noted, the biggest growth in the next 10 years will be in the population 30 to 44. This is very good for marketers of many types of consumer goods, as well as housing and services. This age bracket includes the bulk of the population in new households, those building new homes and those raising families. A high percentage are in two-income households, representing an increasingly affluent market.

This affluence gives the group an even greater importance in the marketplace, beyond their growing numbers, and it is therefore worthy of special attention. As the baby boomers age, the older end of the 30-to-44-year-age group will be showing the greatest growth. By 1994, the poulation 40 to 44 years of age is expected to register an increase of 42.5% compared with 1984; those age 35 to 39 years will gain 27.5%; the population 30 to 34 years will rise 13.3%.

The population in the 30-to-44-year-age group will represent about one-fourth of the total U.S. population in 10 years, compared with 21.2% in 1984.

Population By Regions & States

The West and South have dominated population growth in the U.S. in the current decade, representing 94% of the nation's 7.4 million gain between 1980 and 1983. According to provisional projections of the population of States, issued by the U.S. Census Bureau in 1983, patterns of growth noted for the 1980's will continue for the remainder of the century.

Regionally, the West will continue to be the fastest growing region of the country, with population increasing 22.2% from 1980 to 1990, and 18.1% from 1990 to 2000. Following the West, the South will maintain its pace as the second fastest growing region, increasing by 15.9% from 1980 to 1990, and 12.8% from 1990 to 2000. However, the South will add more people than any other region, increasing its population size by almost 24 million between 1980 and 2000. By 2000, 37% of the population will live in the South, 23% in the West.

The North Central region, projected to grow only 2% in this decade, will not grow in the 1990's. The Northeast will continue to lose population, declining 1.7% from 1980 to 1990, and more than 4% from 1990 to 2000.

New Hampshire and Florida are the only states east of the Mississippi that will grow at more than twice the U.S. rate, while 10 states west of the Mississippi will grow that fast. Nevada is projected to grow most rapidly on a percentage basis (59% in 1980-90 and more than 50% in 1990-2000), followed by Wyoming, Arizona and Utah. Florida, California and Texas will add the most people by the end of this century, each increasing by 6 million from 1980 to 2000. California will have 11% of the population by the end of the century and continue to be the largest state.

Overall, the 65 and older population will increase from 11.2% of the total in 1980 to 13.1% in 2000. The Northeast will continue to have the oldest age distribution, with about 15% of its population aged 65 and over. The West will have the youngest age distribution, with only 11% of its population over 65, and over 22% below age 15, 45% between the ages of 15 and 44.

Population By Regions & States (continued)

Compared with the age distribution of the U.S., as a whole, the South will have a greater proportion of elderly and lower proportions of persons age 15 to 44. The North Central Region will have a higher proportion of its population below age 15. Thus these two regions will have the highest dependency ratios (persons under 15 and over 64 divided by persons 15 through 64) in the year 2000.

Projections of the Population of Regions, by Age: 1980 to 2000

(In Thousands)

TOTAL RESIDENT POPULATION	Total	Under 15 Years	15 to 44 Years	45 to 64 Years	65 Years & Over
April 1, 1980	226,505	51,282	105,181	44,497	25,544
U.S. total					
Northeast	49,137	10,383	22,151	10,531	6,072
North Central	58,854	13,610	27,072	11,481	6,691
South	75,349	17,451	34,978	14,436	8,483
West	43,165	9,838	20,980	8,049	4,298
July 1, 1990					
U.S. total	249,203	54,575	116,354	46,474	31,799
Northeast	48,423	9,441	22,293	9,778	6,912
North Central	60,265	13,629	27,791	11,190	7,656
South	87,594	19,255	40,635	16,301	11,403
West	52,920	12,250	25,636	9,205	5,829
July 1, 2000					
U.S. total	267,462	55,900	115,660	60,866	35,036
Northeast	46,401	8,677	19,626	11,271	6,828
North Central	59,714	12,856	25,590	13,505	7,763
South	98,828	20,544	42,272	22,430	13,582
West	62,519	13,823	28,172	13,660	6,864
PERCENT OF U.S. TOTAL					
1980					
U.S. total	100.00	100.00	100.00	100.00	100.00
Northeast	21.69	20.25	21.06	23.67	23.77
North Central	25.98	26.54	25.74	25.89	26.20
South	33.27	34.03	33.26	32.44	33.21
West	19.06	19.18	19.95	18.09	16.82
1990					
U.S. total	100.00	100.00	100.00	100.00	100.00
Northeast	19.43	17.30	19.16	21.04	21.74
North Central	24.18	24.97	23.88	24.08	24.07
South	35.15	35.28	34.92	35.08	35.86
West	21.24	22.45	22.03	19.81	18.33
2000					
U.S. total	100.00	100.00	100.00	100.00	100.00
Northeast	17.35	15.52	16.97	18.52	19.49
North Central	22.33	23.00	22.12	22.19	22.16
South	36.95	36.75	36.55	36.85	38.77
West	23.38	24.73	24.36	22.44	19.59

Source: U.S. Bureau of the Census, Current Population Reports, Series P-25, No. 937

Population By Regions & States (continued)

The Resident Population of States, 1980, 1984 & Projected to 2000
(Numbers in thousands)

	1980	1984	1990	2000	Percent Distribution 1980	 1990	 2000
U.S. total	226,505	236,158	249,203	267,461	100.00	100.00	100.00
New England	12,348	12,577	12,733	12,775	5.45	5.11	4.78
Maine	1,125	1,156	1,229	1,308	0.50	0.49	0.49
New Hampshire	921	977	1,139	1,364	0.41	0.46	0.51
Vermont	511	530	575	625	0.23	0.23	0.23
Massachusetts	5,737	5,798	5,704	5,490	2.53	2.29	2.05
Rhode Island	947	962	951	926	0.42	0.38	0.35
Connecticut	3,108	3,154	3,136	3,062	1.37	1.26	1.14
Middle Atlantic	36,788	37,151	35,690	33,625	16.24	14.32	12.57
New York	17,557	17,735	16,457	14,990	7.75	6.60	5.60
New Jersey	7,364	7,515	7,513	7,428	3.25	3.01	2.78
Pennsylvania	11,867	11,901	11,720	11,208	5.24	4.70	4.19
East North Central	41,670	41,601	42,372	41,647	18.40	17.00	15.57
Ohio	10,797	10,752	10,763	10,357	4.77	4.32	3.87
Indiana	5,490	5,498	5,679	5,679	2.42	2.28	2.12
Illinois	11,418	11,511	11,502	11,187	5.04	4.62	4.18
Michigan	9,258	9,075	9,394	9,208	4.09	3.77	3.44
Wisconsin	4,705	4,766	5,033	5,215	2.08	2.02	1.95
West North Central	17,184	17,515	17,894	18,067	7.59	7.18	6.76
Minnesota	4,077	4,162	4,358	4,489	1.80	1.75	1.68
Iowa	2,914	2,910	2,983	2,972	1.29	1.20	1.11
Missouri	4,917	5,008	5,077	5,080	2.17	2.04	1.90
North Dakota	653	686	678	682	0.29	0.27	0.25
South Dakota	691	706	698	688	0.30	0.28	0.26
Nebraska	1,570	1,606	1,640	1,662	0.69	0.66	0.62
Kansas	2,363	2,438	2,463	2,494	1.04	0.99	0.93
South Atlantic	36,943	39,450	43,144	48,975	16.31	17.31	18.31
Delaware	595	613	630	638	0.26	0.25	0.24
Maryland	4,216	4,349	4,491	4,582	1.86	1.80	1.71
District of Columbia	638	623	501	376	0.28	0.20	0.14
Virginia	5,346	5,636	5,961	6,389	2.36	2.39	2.39
West Virginia	1,950	1,952	2,037	2,067	0.86	0.82	0.77
North Carolina	5,874	6,165	6,473	6,868	2.59	2.60	2.57
South Carolina	3,119	3,300	3,560	3,907	1.38	1.43	1.46
Georgia	5,464	5,837	6,175	6,708	2.41	2.48	2.51
Florida	9,740	10,976	13,316	17,438	4.30	5.34	6.52

(continued)

Population By Regions & States (continued)

The Resident Population of States, 1980, 1984, & Projected to 2000
(Numbers in thousands)
(continued)

	1980	1984	1990	2000	Percent Distribution 1980	Percent Distribution 1990	Percent Distribution 2000
East South Central	14,663	15,028	16,121	17,174	6.47	6.47	6.42
Kentucky	3,661	3,723	4,073	4,400	1.62	1.63	1.65
Tennessee	4,591	4,717	5,073	5,420	2.03	2.04	2.03
Alabama	3,890	3,990	4,214	4,415	1.72	1.69	1.65
Mississippi	2,521	2,598	2,761	2,939	1.11	1.11	1.10
West South Central	23,743	26,098	28,329	32,679	10.48	11.37	12.22
Arkansas	2,285	2,349	2,580	2,835	1.01	1.04	1.06
Louisiana	4,204	4,462	4,747	5,160	1.86	1.90	1.93
Oklahoma	3,025	3,298	3,503	3,944	1.34	1.41	1.47
Texas	14,228	15,989	17,498	20,739	1.68	7.02	7.75
Mountain	11,368	12,553	15,404	20,140	5.02	6.18	7.53
Montana	787	824	888	963	0.35	0.36	0.36
Idaho	944	1,001	1,214	1,512	0.42	0.49	0.57
Wyoming	471	511	701	1,002	0.21	0.28	0.37
Colorado	2,889	3,178	3,755	4,657	1.28	1.51	1.74
New Mexico	1,300	1,424	1,536	1,727	0.57	0.62	0.65
Arizona	2,718	3,053	3,994	5,583	1.20	1.60	2.09
Utah	1,461	1,652	2,040	2,777	0.65	0.82	1.04
Nevada	799	911	1,275	1,919	0.35	0.51	0.72
Pacific	31,797	34,184	37,516	42,379	14.04	15.05	15.84
Washington	4,130	4,349	5,012	5,833	1.82	2.01	2.18
Oregon	2,633	2,674	3,319	4,025	1.16	1.33	1.50
California	23,669	25,622	27,526	30,613	10.45	11.05	11.45
Alaska	401	500	522	631	0.18	0.21	0.24
Hawaii	965	1,039	1,138	1,278	0.43	0.46	0.48

Source: U.S. Bureau of the Census, News Release (Dec. 28, 1984)
& P-25, No. 937

Metropolitan - Nonmetropolitan Markets

Continuing the long-term trend, the percentage of the U.S. population living on farms dropped from 4.8% of the total in 1970 to 2.4% by 1982. (Part of this sharp drop was due, however, to a change in definition of the farm population.)

Meanwhile, the movement of population out of the central cities of metropolitan areas to the suburbs and to nonmetropolitan areas has continued.

POPULATION TRENDS

Metropolitan - Nonmetropolitan Markets (continued)

Population of the U.S. by Metropolitan-Nonmetropolitan Residence By Race & By Spanish Origin, 1970, 1982

1970	All Races	White	Black	Spanish Origin*
Total**(thousands)	199,819	175,276	22,056	8,988
Percent	100.0	100.0	100.0	100.0
In metropolitan areas	68.6	67.9	74.1	82.4
In central cities	31.5	27.9	58.5	51.7
Outside central cities	37.1	40.0	15.6	30.7
Nonmetropolitan areas	31.4	32.1	25.9	17.6
1982				
Total**(thousands)	227,375	194,647	26,986	14,043
Percent	100.0	100.0	100.0	100.0
In metropolitan areas	67.6	66.2	75.9	84.7
In central cities	27.4	23.4	54.7	49.1
Outside central cities	40.2	42.8	21.2	35.6
Nonmetropolitan areas	32.4	33.8	24.1	15.3

* Persons of Spanish origin may be of any race.

**Does not include inmates of institutions and members of the Armed Forces living in barracks and similar types of quarters.

Note: Metropolitan areas refer to the 243 standard metropolitan statistical areas (SMSA's) as defined in the 1970 census populations. (These definitions have subsequently been changed.)

Source: U.S. Bureau of the Census, Population Profile of the U.S., 1982 (Series P-23, No. 130)

By mid-1982 there were 36 metropolitan areas in the country which had a population of at least 1 million. These markets accounted for 111 million people, or 48% of the national total. From 1980 to 1982 they grew by 2.2%, slightly below the rate for the country (2.3%), but faster than in the 1970's when they lagged behind the national growth rate.

The Office of Management and Budget has re-defined and classified metropolitan area classifications. Under the new classification scheme, a metropolitan area that is closely related to another is classified as a primary metropolitan statistical area (PMSA); and a grouping of such areas is termed "consolidated metropolitan statistical area" (CMSA). An MSA is a free-standing metropolitan area, surrounded by nonmetropolitan counties and not closely associated with other metropolitan areas.

The fastest growing areas were in the South and West (Houston/Galveston, +11.5%; Orlando, + 8.9%; Dallas/Forth Worth, + 7.3%; Tampa/St. Petersburg, + 6.6%; Phoenix, + 6.6%). This trend is expected to continue.

Metropolitan-Nonmetropolitan Markets (continued)

The Ten Largest Consolidated Metropolitan Statistical Areas, 1982

Metropolitan Area	Population (thousands)	% Change 1982/1980
New York-Northern N.J.-Long Island, N.Y.-N.J., Conn. CMSA	17,589	+ 0.3%
Los Angeles-Anaheim-Riverside, Calif. CMSA	11,930	+ 3.8
Chicago-Gary-Lake County, Ill.-Ind.-Wis. CMSA	7,914	+ 0.5
Philadelphia-Wilmington-Trenton, Pa.-N.J.-Del.-Md. CMSA	5,713	+ 0.6
San Francisco-Oakland-San Jose, Calif. CMSA	5,515	+ 2.7
Detroit-Ann Arbor, Mich. CMSA	4,630	- 2.6
Boston-Lawrence-Salem, Mass.-N.H. CMSA	3,988	+ 0.4
Houston-Galveston-Brazoria, Tex. CMSA	3,458	+ 11.5
Washington, D.C.-Md.-Va. MSA	3,339	+ 2.7
Dallas-Fort Worth, Tex. CMSA	3,143	+ 7.3

Source: U.S. Bureau of the Census, *Current Population Survey*

The greatest total growth in urban areas in numbers between 1980 and 1982 was in the Los Angeles area (432,000), followed by Houston (357,000).

Geographical Mobility

The annual mobility rate--the percent of the population 1 year old and over who have moved to a different house within the year--has continued to decline since the 1960's. Between 1960 and 1961, about 20% of the population moved within the U.S. Between 1982 and 1983, the rate declined to 16.6%.

Annual Rates of Mobility--1960-1983
(Population 1 Year of Age & Older)

		Different House in the U.S.					
				Different County			
Period	Total Movers (thous.)	Total	Same County	Total	Same State	Different State	Movers From Abroad
1960-61	36,533	20.0	13.7	6.3	3.1	3.2	0.5
1970-71	37,705	17.9	11.4	6.5	3.1	3.4	0.8
1980-81	38,200	16.6	10.4	6.2	3.4	2.8	0.6
1981-82	38,127	16.6	10.3	6.2	3.3	3.0	0.5
1982-83	37,408	16.1	10.1	6.0	3.3	2.7	0.4

Source: U.S. Bureau of the Census, Current Population Reports, *Population Characteristics*, Series P-20, No. 393

Continuing the long-standing pattern of metropolitan decentralization, previously noted, the March 1983 Population Survey showed that in the preceding 12 months about 4 million persons moved from central cities to the suburbs, while only 2 million made the opposite move.

Geographical Mobility (continued)

The highest rate of mobility in the U.S. is found among persons in their twenties--young adults who move to establish their own households or move in with friends, go away to college, or join the military. Householders who have children of school age move less frequently than those with younger children or no children.

Blacks have a higher mobility rate than Whites (18.3% vs. 16.1% in 1982-83) and, in moving, were more likely to stay within the same county. Persons who were unemployed in March of 1983 were much more likely to have moved in the preceding year (26%) than were persons 16 years and older who were employed (17%).

MARRIAGES & MARITAL STATUS

For the first time since 1975, the number of marriages in the U.S. dropped in 1983, to a total of 2,444,000. While this was greater than any total prior to 1982, it represented a 2% decline compared with the 1982 total. A slight rise in the number reported for the first nine months of 1984 was noted compared with the same 1983 period (up 1.2%), based on preliminary data.

The marriage rate dropped 3% in 1983 to 10.5 per 1,000 population--the first drop since 1976. In the first nine months of 1984, the rate was 10.8--the same as in the comparable 1983 period.

Based on women in the population age 15-44 years, the marriage rate per thousand in 1983 was 44.2, down from 45.7 in 1982. This rate had dropped from 51.2 in 1972 to 43.7 in 1977, and has changed very little since that time.

The Number of Marriages & Marriage Rates in the U.S., 1980-1984

Year	Number	Rate per 1,000 of Total Population
1983(p)	2,444,000	10.5
1982(p)	2,495,000	10.8
1981(p)	2,438,000	10.6
1980	2,390,252	10.6

(p) provisional

Source: National Center for Health Statistics, Monthly Vital Statistics Report

There has been a growing tendency for young adults to postpone their first marriage beyond the most typical ages of marriage in the recent past. As of 1983, the median age at first marriage for women was 22.8 years and for men, 25.4 years. In 1970, the median for women was 20.8 years and for men it was 23.2 years, according to the Census Bureau.

MARRIAGES & MARITAL STATUS

The trend toward postponement of marriage to a later date, or not marrying at all, is reflected in data compiled by the Bureau on the percent of men and women in the key age groups for marriage who have remained single. As of 1984, 25.9% of women age 25 to 29 years, for example, had never married, compared with 20.9% in 1980 and 10.5% in 1970. Among males in this age group, 37.8% of the 1984 total had never married, compared with 33.1% in 1980 and 19.1% in 1970.

The percent who have never married declines quite sharply after age 29 but remains well above rates in the recent past. The postponement of marriage is associated with the growing tendency among young adults to pursue advanced education and labor-force careers.

Percent Single (Never Married), by Age & Sex, 1970, 1980, 1984

	Women			Men		
	1984	1980	1970	1984	1980	1970
Total, 15 years & over	22.9%	22.5%	22.1%	30.3%	29.6%	28.1%
Selected ages						
Under 40	39.8	38.8	38.5	49.8	44.8	47.7
40 years & over	4.9	5.1	6.2	5.3	5.7	7.4
20 to 24 years	56.9	50.2	35.8	74.8	68.8	54.7
25 to 29 years	25.9	20.9	10.5	37.8	33.1	19.1
30 to 34 years	13.3	9.5	6.2	20.9	15.9	9.4

Source: U.S. Bureau of the Census, Population Characteristics
Marital Status & Living Arrangements: March 1984
Series P-20, No. 391

Marriages have a distinct seasonal pattern. The rates are highest in the summer months, peaking in June. The marriage rates were lower each month in 1983 than in 1982 except for February, August and November.

Marriages & Marriage Rates by Month, 1982, 1983

	Number (thousands)		Rate per 1,000 Population	
	1983	1982	1983	1982
Total	2,444	2,495	10.5	10.8
January	132	133	6.7	6.8
February	143	141	8.0	8.0
March	162	164	8.2	8.4
April	185	193	9.6	10.2
May	231	239	11.7	12.2
June	289	290	15.1	15.3
July	228	250	11.5	12.7
August	272	253	13.7	12.9
September	236	237	12.3	12.4
October	195	225	9.8	11.4
November	188	181	9.8	9.5
December	183	183	9.2	9.5

Source: National Center for Health Statistics,
Monthly Vital Statistics Report

MARRIAGES & MARITAL STATUS

Divorce

The number of couples who were divorced grew steadily for 20 years through 1981, but since then there has been a decline. In 1983, 1,179,000 couples divorced, 1,000 fewer than in 1982. The divorce rate for 1983 was 5.0 per 1,000 population down from 5.1 a year earlier and lower than it has been since 1977. The historic high was reached in 1979 and in 1981--5.3. The downward trend continued in 1984. In the first nine months of the year the rate was 4.9 vs. 5.1; the total number of divorces in the period declined 2.1%.

HOUSEHOLDS & FAMILIES

According to the Census Bureau's March 1984 Current Population Survey, there were 85.4 million households in the U.S., an increase of about 1.5 million over the total for 1983. In 1983 the increase over 1982 was only 391,000, which was much below normal and caused, it is believed, by the recession.

The average net annual increase in the number of households over the period since 1980 has been 1.2 million. This compares with an average annual increase of 1.6 million households between 1970 and 1980. From 1970 to 1980, the average increase each year was 1.6 million households.

Of all households in 1984, about 73% were family households--that is, households maintained by a man or woman living with at least one relative. About 23.4 million households (27%) were maintained by nonfamily householders--that is, people either living alone or with others to whom they are not related.

Since the 1970's there has been a trend toward a substantial increase in the number of families maintained by women with no husband present. This type represented about 25% of all households added since 1980, they accounted for 11.6% of all households in 1984 compared with 10.8% in 1980 and only 8.7% in 1970. The actual number of such family households increased 13.5% from 1980 to 1984, reaching a total of 9.9 million.

The number of nonfamily households has increased over 10% since 1980, to reach a total of 23.4 million in 1984. Most of these households (85.2%) are maintained by people living alone (more women than men). The deferral of marriage among young adults, the high incidence of divorce and separation, and the ability of the elderly to maintain their own homes alone are among the reasons for the high rate of increase in the number of nonfamily households.

Households maintained by unmarried couples have continued to gain in number. There were close to 2 million of these in 1984, up from 1.6 million in 1980 and only 523,000 in 1970. In 1984, about 31% had one or more children under 15 years of age (down from 38% in 1970).

While the total number of nonfamily households of all kinds has registered strong gains, the percentage of total household population involved is relatively low. In 1982, according to the Census Bureau, the 22.5 million nonfamily households in the U.S. represented 27% of all households, but they contained only 12% of all persons living in households. (Comparable percentages in 1970 were 19% and 7%, respectively.)

HOUSEHOLDS & FAMILIES

The average number of persons per household reached a new low of 2.71 persons in 1984, a continuation of the decline in household size which began in the mid-1960's. Much of the decline in the average is due to the disproportionate increase in one-person households (up 84% since 1970 compared with a gain of just 35% for households overall).

Families, which by Census definition must include a minimum of at least two persons, declined in average size from 3.58 persons per family in 1970 to 3.24 persons in 1984. This decline is attributable to the drop in the average number of persons under 18 (0.99 in 1984 compared with 1.34 persons in 1970), and it is an all-time low for periods covered by Census Bureau records.

Households by Type, 1970, 1980, 1984

	1984	1980	1970
Households, total (thousands)	85,407	80,776	63,401
Percent	100.0%	100.0%	100.0%
Family households	72.6	73.7	81.2
Married-couple family	58.6	60.8	70.5
Other family, male householder	2.4	2.1	1.9
Other family, female householder	11.6	10.8	8.7
Nonfamily households	27.4	26.3	18.8
Living alone	23.4	22.7	17.1
Male householder	11.4	10.9	6.4
Female householder	16.0	15.4	12.4
Average population per household			
All ages	2.71	2.76	3.14
Under 18 years	0.73	0.79	1.09
18 years & over	1.98	1.97	2.05

Source: U.S. Bureau of the Census, Current Population Reports (Series P-20, No. 391)

LIVING ARRANGEMENTS

Children Under 18 Years of Age

Living arrangements of children are influenced by the changes in marital status of adults. In 1983, 75% of all children under 18 living with two parents, down from 85% in 1970. (These figures include stepparents). Of the remainder, in 1983 22% living in a one-parent situation (up from 11.9% in 1970), or with other relatives or nonrelatives (3% in 1983).

LIVING ARRANGEMENTS

Children Under 18 Years of Age (continued)

Living Arrangements of Children Under 18 Years, 1970-1983

	1983					
	Total	White	Black	Spanish Origin*	1980	1970
All children 18 & under						
Total (millions)	62.3	50.9	9.4	5.5	63.4	69.2
Percent	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Living with:						
Two parents	74.9	81.0	40.7	68.5	76.7	85.2
One parent	22.5	16.9	53.6	28.6	19.7	11.9
Mother only	20.5	15.0	51.1	26.8	18.0	10.8
Father only	2.0	2.0	2.5	1.8	1.7	1.1
Other relatives only	2.2	1.6	5.1	2.4	3.1	2.2
Nonrelatives only	0.5	0.4	0.6	0.6	0.6	0.7

* Persons of Spanish origin may be of any race.

Source: U.S. Bureau of the Census, Current Population Reports (Series P-20, No. 389)

Young Adults

Among young adults age 18 to 34 years, one of the most notable developments in living arrangements in recent years has been the increase in nonfamily householders (persons who live alone or share their homes with someone unrelated to them), particularly among persons 25 to 34 years old. Among this age group, nonfamily householders went up fourfold form 1970 to 1983.

The following table shows the distribution of the young adult population by type of living arrangement in 1983 compared with 1970. In the next 10 years (1994/1984), the population age 18 to 24 years is expected to decline almost 17%, dropping to 24.1 million, based on "middle series" projections. (See POPULATION PROJECTIONS) The population age 25 to 34 years is expected to increase 4.6%, reaching over 41 million.

The "householder" refers to the person (or one of the persons) in whose name the housing unit is owned or rented (maintained) or, if there is no such person, any adult member, excluding roomers, boarders, or paid employees. In the case of a married couple, the person designated as "householder" may be either the husband or the wife. The number of family households equals the number of families.

It will be noted that there has been an increase in young adults who still live at home with parents. These "children of the householder" increased 117% from 1970 to 1983 among young adults 25 to 34 years of age, and gained 78% among those in the 18-to-24-year group. Persons aged 18 to 24 still have the larger proportion still at home, however (54% vs. 11% for ages 25 to 34).

Bearing out the data on age at first marriage, a smaller percentage of young adults are maintaining households as husbands and wives. In 1983, 45% of the persons 18 to 34 years old were maintaining their homes as husbands and/or wives, according to the Census Bureau, compared with 56% in 1970.

Young Adults (continued)

Living Arrangements of Young Adults, 18-34 Years of Age, 1970, 1983

Age & Living Arrangements	1983	1970	% Change In Number, 1983/70
Population 18 to 24 years			
Number (thousands)	29,046	23,423	+ 24.0%
Percent	100.0	100.0	
Householder	19.5	19.4	+ 24.3
Family	11.8	14.9	- 1.9
Married couple	8.3	12.9	- 20.4
Nonfamily	7.7	4.6	+ 110.3
Spouse of householder	13.9	21.3	- 19.1
Child of householder	54.4	37.9	+ 77.9
Other	12.2	21.4	- 28.9
Population 25 to 34 years			
Number (thousands)	39,341	24,856	+ 58.3
Percent	100.0	100.0	
Householder	48.6	47.0	+ 63.6
Family	36.1	42.1	+ 35.9
Married couple	29.1	37.1	+ 23.9
Nonfamily	12.4	4.9	+ 302.2
Spouse of householder	32.5	39.7	+ 29.5
Child of householder	10.6	7.8	+ 116.8
Other	8.3	5.5	+ 137.7

Source: U.S. Bureau of the Census, Current Population Reports (Series P-20, No. 389)

The Elderly

Since 1970, there has been more change in the living arrangements of the noninstitutional population aged 75 and over ("older elderly") than for those age 65 to 74 years. In 1970, 64% of the older elderly people lived in families (i.e., with relatives), by 1983 this declined to 59%.

Living Arrangements of the Elderly, 1970, 1983

	1983		1970	
	65 to 74 Years	75 Years & Over	65 to 74 Years	75 Years & Over
Total persons (thousands)	15,981	9,756	12,093	6,968
Percent	100.0	100.0	100.0	100.0
In families	72.4	58.9	73.3	64.3
Householder	40.0	32.9	39.7	34.5
Married, spouse present	34.2	25.3	33.2	24.9
Other	5.7	7.6	6.5	9.6

(continued)

The Elderly (continued)

Living Arrangements of the Elderly, 1970, 1983
(continued)

	1983		1970	
	65 to 74 Years	75 Years & Over	65 to 74 Years	75 Years & Over
Spouse of householder	27.4	15.2	24.7	12.2
Other relative	5.1	10.8	8.9	7.4
Not in families	27.6	41.1	26.7	35.7
Living alone	25.6	38.6	23.3	32.4

Source: U.S. Bureau of the Census, Current Population Reports
(Series P-20, No. 389)

SCHOOL ENROLLMENT

School enrollment totals are, for the most part, a direct result of past birth totals in the nation. The pattern now reflects the downturn in births after the peak baby-boom years, as well as the aging--beyond school age, for the most part--of the baby boomers, and the echo baby boom beginning in 1979, as more women reached child-bearing years.

The recent upsurge in the total number of births and, even more importantly, the growth in the number of working mothers, is reflected in the number of children who are in nursery school. In 1984, almost 60% of married mothers, whose youngest child was 3 years old, were in the labor forces, and nursery school or day care attendance was usually required for the children. In October 1983, the latest period for which figures have been published by the Bureau of the Census, the number of children registered in nursery schools climbed 18.3% over the 1980 total--the fastest growing pupil group. They represented 4.1% of the total student population in 1983, up from 3.5% in 1980, 2.9% in 1975. Compared with 1973, enrollment in nursery schools rose 77%.

School Enrollment of Persons 3 to 34 Years Old, 1975, 1980, 1983
(Based on Civilian noninstitutional population)

	October 1983		Percent of Total		Percent Change	
	Number (thous.)	Percent	1980	1975	1983/80	1983/75
Total (all races) Enrollment	57,745	100.0	100.0	100.0	+ 0.7%	- 5.3%
Nursery school	2,350	4.1	3.5	2.9	+ 18.3	+ 34.4
Kindergarten	3,361	5.8	5.5	5.6	+ 5.8	- 0.9
Elementary school	27,198	47.1	47.9	49.9	- 0.9	- 10.7
High school	14,010	24.3	25.4	25.7	- 3.7	- 10.7
College	10,825	18.7	17.7	15.9	+ 6.3	+ 11.6
Full time	7,711	13.3	12.5	11.6	+ 7.9	+ 8.5
Part time	3,114	5.4	5.2	4.3	+ 2.7	+ 20.1

Source: U.S. Bureau of the Census, Current Population Reports,
Series P-20, No. 394

SCHOOL ENROLLMENT

The total enrollment in schools of persons aged 3 to 34 in October 1983, ranging from nursery school through college, represented 48.4% of the total civilian non-institutionalized population in these ages. However, the 1983 total represented a decline of 3.2 million students since 1975 (one of the years of highest enrollments).

Most of the numerical decrease has been among persons of elementary through high school ages (5 to 17 years). While the enrollment rate among this group has slightly increased, the absolute number of persons in these ages has decreased by some 5.5 million since 1975, yielding a net loss of 5.1 million students. However, there have been gains among older students and, as noted above, in enrollment among young children 3 and 4 years old in nursery schools. The number of children under 5 is expected to peak in the year 1990, so enrollment in nursery schools is expected to grow. The number enrolled in kindergarten has been gaining in recent years, reversing a decline as children move along from nursery school, and this trend is expected to continue.

Data on the percentage of the population in specific ages enrolled in schools in recent years can be applied to population projections to indicate future trends. (See Population Projections).

Percentage of Persons 3 to 34 Years Old Enrolled in School, By Age & Sex, 1975, 1980, 1983

	1983			1980			1975		
% Enrolled	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total, 3 to 34 years	48.4%	49.7%	47.0%	49.7%	50.9%	48.5%	53.7%	56.0%	51.5%
3 & 4 years	37.5	38.1	36.9	36.7	37.8	35.5	31.5	30.9	32.1
5 & 6 years	95.4	95.1	95.8	95.7	95.0	96.4	94.7	94.4	95.1
7 to 13 years	99.2	99.1	99.3	99.3	99.2	99.3	99.3	99.0	99.6
14 to 17 years	95.0	95.1	94.9	93.4	93.7	93.1	93.6	94.6	92.6
18 & 19 years	50.4	50.4	50.3	46.4	47.0	45.8	46.9	49.9	44.2
20 & 21 years	32.5	35.2	29.9	31.0	32.6	29.5	31.2	35.3	27.4
22 to 24 years	16.6	19.4	13.9	16.3	17.8	14.9	16.2	20.0	12.6
25 to 29 years	9.6	10.7	8.5	9.3	9.8	8.8	10.1	13.1	7.2
30 to 34 years	6.4	5.8	7.0	6.4	5.9	7.0	6.6	7.7	5.6

Source: U.S. Bureau of the Census, Current Population Reports Series P-20, No. 394.

The number of elementary school students decreased numerically by over 4.2 million in the 10 year period up to 1983, but are now beginning to gain in number. High school enrollments dropped from a peak of 15.8 million in 1977 to 14 million in 1983, due for the most part to a decline in the population age 14 to 17 years. By 1990, the 14-to-17 age group is projected to shrink in size by about 1.5 million persons from the 1983 estimate. At prevailing enrollment rates this implies a loss between 1983 and 1990 of well over 1 million high school students.

SCHOOL ENROLLMENT

College Students

There were 10.8 million persons enrolled in college in October 1983, compared with 8.2 million in 1973. Most of the gain was due to the size of the 18-to-21 age group, usually referred to as the "traditional" college-age group. In 1983, 34% in this age group were enrolled in college. By 1990, the number of 18-to-21 year old persons in the population is expected to drop by over 2.5 million compared with the 1983 total. Unless college enrollment rates for this age group change dramatically, it is likely the number of traditional college students will decline significantly.

The percent of women age 18 to 21 years who are enrolled in college has risen sharply--from 28.2% in 1973 to 34.5% in 1983.

College Enrollment Status of Population 16 Years of Age & Over, 1983
(Numbers in thousands)

	Total Population	Enrolled in College	
	Number	Number	% of Total
Males			
Total, 16 to 34 years	36,961	5,503	14.9%
16 & 17 years	3,709	107	2.9
18 & 19 years	3,877	1,340	34.6
20 & 21 years	3,919	1,310	33.4
22 to 24 years	6,207	1,170	18.9
25 to 29 years	10,092	1,055	10.5
30 to 34 years	9,157	521	5.7
Females			
Total, 16 to 34 years	38,279	5,314	13.9%
16 & 17 years	3,595	147	4.1
18 & 19 years	3,942	1,600	40.6
20 & 21 years	4,120	1,185	28.8
22 to 24 years	6,515	872	13.4
25 to 29 years	10,514	865	8.2
30 to 34 years	9,593	645	6.7

Source: U.S. Bureau of the Census, Current Population Reports
Series P-20, No. 394

EDUCATIONAL ATTAINMENT

As of March 1982, 71% of the U.S. population 25 years of age and older had completed at least a high school education as compared with 55% in 1970. Of the population 25 to 34 years of age, 86% had completed high school in 1982 compared with 74% in 1970. Among Whites 25 to 34 years old in 1982, 87% were high school graduates as compared with 76% in 1970. For Blacks, comparable percentages were 79% in 1982, 53% in 1970.

Of the total population age 25 to 34 years in 1982, 48% of the men and 42% of the women had completed at least 1 year of college. In 1970 comparable percentages were 35% and 25%. College graduates in this age group rose from 20% to 27% in 1982 for men, and from 12% to 21% for women.

For the adult population as a whole, however, among men the percentage of college graduates increased from 14% in 1970 to 22% in 1983; for women, from 8% to 14%.

EDUCATIONAL ATTAINMENT

Years of School Completed by the Population 25 Years Old & Over, By Age, Sex, Race, & Spanish Origin: March 1970, 1982

(Numbers in millions)

Age, sex, race, Spanish origin, & region	1982 All Persons	1982 Percent			1970 All Persons	1970 Percent		
		4 Years of High School or More	1 Year of College or More	4 Years of College or More		4 Years of High School or More	1 Year of College or More	4 Years of College or More
ALL RACES								
Both sexes, 25 years & over	135.5	71.0%	33.0%	17.7%	109.3	55.2%	21.2%	11.0%
25 to 34 years	38.7	86.3	45.2	23.8	24.9	73.8	29.8	15.8
35 to 44 years	27.4	79.8	38.9	22.0	23.0	64.3	23.8	12.8
45 to 54 years	22.3	71.3	29.9	16.7	23.3	58.2	20.1	10.0
55 to 64 years	21.9	63.4	24.3	12.6	18.4	43.8	17.2	8.7
65 years & over	25.2	44.1	18.1	9.2	19.7	28.3	12.6	6.3
Male, 25 years & over	63.8	71.7	37.6	21.9	51.8	55.0	24.9	14.1
25 to 34 years	19.1	86.9	48.3	26.5	12.2	74.3	34.8	19.7
35 to 44 years	13.4	80.1	44.1	26.8	11.2	63.7	29.0	17.2
45 to 54 years	10.8	70.7	35.5	22.1	11.2	57.0	23.9	13.0
55 to 64 years	10.2	62.3	28.7	16.9	8.7	42.0	18.1	9.9
65 years & over	10.3	43.2	20.5	11.9	8.4	25.9	13.4	7.9
Female, 25 years & over	71.8	70.3	28.9	14.0	57.5	55.4	18.0	8.2
25 to 34 years	19.6	85.7	42.3	21.1	12.6	73.3	25.0	12.0
35 to 44 years	14.0	79.5	33.9	17.3	11.8	64.9	18.9	8.7
45 to 54 years	11.6	71.9	24.8	11.7	12.1	59.4	16.6	7.3
55 to 64 years	11.7	64.4	20.5	8.9	9.7	45.4	16.3	7.6
65 years & over	14.9	44.7	16.5	7.4	11.3	30.1	11.9	5.2
WHITE								
Both sexes, 25 years & over	118.8	72.8	34.0	18.5	98.1	57.4	22.3	11.6
25 to 34 years	33.1	87.2	46.2	24.9	21.9	76.1	31.2	16.6
35 to 44 years	23.8	81.6	40.3	22.9	20.4	66.9	25.0	13.6
45 to 54 years	19.5	74.3	31.1	17.5	21.0	61.2	21.2	10.6
55 to 64 years	19.6	66.5	25.6	13.4	16.7	46.5	18.2	9.1
65 years & over	22.8	46.7	19.2	9.8	18.1	29.9	13.3	6.7
Male, 25 years & over	56.2	73.4	38.8	23.0	46.6	57.2	26.2	15.0
Female, 25 years & over	62.5	72.3	29.6	14.4	51.5	57.6	18.6	8.6
BLACK								
Both sexes, 25 years & over	13.6	54.9	22.4	8.8	10.1	33.7	10.3	4.5
25 to 34 years	4.4	79.3	35.8	12.6	2.7	53.4	15.0	6.1
35 to 44 years	2.9	63.6	23.0	10.0	2.3	41.6	12.2	5.2
45 to 54 years	2.3	47.3	18.3	8.2	2.1	29.1	9.3	3.8
55 to 64 years	1.9	34.6	11.6	4.4	1.5	17.0	6.3	3.8
65 years & over	2.1	18.4	7.5	3.8	1.4	9.0	4.4	2.0

(continued)

EDUCATIONAL ATTAINMENT

Years of School Completed by the Population 25 Years Old & Over By Age, Sex, Race, & Spanish Origin: March 1970, 1982

(Numbers in millions)
(continued)

BLACK (continued)	1982 All Persons	1982 Percent: 4 Years of High School or More	1982 Percent: 1 Year of High School or More	1982 Percent: 4 Years of College or More	1970 All Persons	1970 Percent: 4 Years of High School or More	1970 Percent: 1 Year of College or More	1970 Percent: 4 Years of College or More
Male, 25 years & over	6.0	55.7%	23.6%	9.1%	4.6	32.4%	10.2%	4.6%
Female, 25 years & over	7.6	54.3	21.4	8.5	5.5	34.8	10.4	4.4
SPANISH ORIGIN*								
Both sexes, 25 years & over	6.6	45.9	18.7	7.8	3.9	32.1	11.0	4.5
25 to 34 years	2.6	58.4	23.9	9.7	1.3	44.5	14.6	5.4
35 to 44 years	1.6	47.7	19.9	8.2	1.1	33.6	11.7	5.1
45 to 54 years	1.1	40.7	17.3	7.3	1.2	23.8	8.3	3.8
55 to 64 years	0.8	28.8	11.0	5.0				
65 years & over	0.6	18.3	5.7	3.2	0.4	13.4	5.4	2.5
Male, 25 years & over	3.1	48.1	22.2	9.6	1.9	33.4	13.5	5.9
Female, 25 years & over	3.6	44.1	15.7	6.2	2.1	31.0	8.7	3.2

na not available
* Persons of Spanish origin may be of any race.

Source: U.S. Bureau of the Census,
Current Population Reports,
Series P-23, No. 130

LABOR FORCE, EMPLOYMENT & EARNINGS

Labor Force Profile

The total labor force in the U.S.--including those employed as well as people actively seeking work--averaged over 115 million in 1984, up from 108.5 million in 1980 and 113.2 million in 1983. As of January 1985, preliminary counts indicate a climb in the size of the total labor force to 116.6 million--up from 116.2 million in December 1984. The civilian labor force totaled 114.9 million in January compared with 114.5 million in December and 112.2 million in January 1984.

Civilian employment in 1984 averaged 105 million--5.8 million above the 1983 average. In January 1984, employment stood at 106.4 million, which was 3.1 million more than the January 1983 total. Unemployment, on the other hand, averaged 7.4% of the labor force in 1984 compared with 9.5% in each of the recession years 1982 and 1983, but above the 1980 rate (7.0%). The rate in January 1985 was 7.3%, compared with 7.1% in December 1984.

Labor Force Profile (continued)

Labor Force Profile, 1980, 1983, 1984
(Thousands of persons 16 years of age & over in U.S.)

	Annual Average		
	1984	1983	1980
Total noninstitutional population, 16 years of age & older	170,080	175,891	169,349
Total labor force*	115,241	113,226	108,544
% of population	64.7%	64.4%	64.1%
Employed, total	106,702	102,510	100,907
Resident Armed Forces	1,697	1,676	1,604
Civilian employed	105,005	100,834	99,303
Nonagricultural inds.	101,685	97,450	95,938
Agriculture	3,321	3,383	3,364
Unemployed	8,539	10,717	7,637
% of total labor force	7.4%	9.5%	7.0%
% of civilian labor force	7.5%	9.6%	7.1%

* Includes resident Armed Forces.

Source: U.S. Bureau of Labor Statistics,
Employment & Earnings (January 1985).

The most fundamental change in the labor force in recent years has been the influx of women, which began in earnest in the 1970's. While the male part of the civilian work force has grown only 25% since 1970, the female portion has surged 58%. Over the next 15 years, the Bureau of Labor Statistics anticipates an increase in the male work force of about 13%, while the number of working women will grow at more than double that rate, or by 27%.

Men still have a much higher participation rate in the work force, however. In 1984, 53.4% of women age 16 and over were in the work force, while 76.8% of men of this age group were working or actively looking for work. Of the population 18 to 64 years of age, 88% of the men are in the labor force, but only 66% of the women.

Women represented 52.6% of the civilian noninstitutional population age 16 and over in 1984, 43.8% of the civilian labor force, 43.7% of the civilian employment. In 1970, comparable percentages were 53.1%, 38.1% and 37.7%, respectively.

LABOR FORCE, EMPLOYMENT & EARNINGS

Labor Force Profile (continued)

Growth in the Civilian Labor Force, 1980-1984
(Thousands of persons 16 years of age & older)

Year	Civilian Noninstitutional Population	Civilian Labor Force				
					Unemployed	
		Total	% of Population	Employed	Number	% of Labor Force
TOTAL						
1980	167,745	106,940	63.8%	99,903	7,637	7.1%
1981	170,130	108,670	63.9	100,397	8,273	7.6
1982	172,271	110,204	64.0	99,526	10,678	9.7
1983	174,215	111,550	64.0	100,834	10,717	9.6
1984	176,383	113,544	64.0	105,005	8,539	7.5
MEN						
1980	79,398	61,453	77.4%	57,186	4,267	6.9
1981	80,511	61,974	77.0	57,397	4,577	7.4
1982	81,523	62,450	76.6	56,271	6,179	9.9
1983	82,531	63,047	76.4	56,787	6,260	9.9
1984	83,605	63,835	76.4	59,091	4,744	7.4
WOMEN						
1980	88,348	45,487	51.5	42,117	3,370	7.4
1981	89,618	46,696	52.1	43,000	3,696	7.9
1982	90,748	47,755	52.6	43,256	4,499	9.4
1983	91,684	48,503	52.9	44,047	4,457	9.2
1984	92,778	49,709	53.6	45,915	3,794	7.6

Source: U.S. Bureau of Labor Statistics,
Employment & Earnings (January 1985 issue)

The overall profile of the U.S. labor force currently reflects the impact of the 1946-1964 postwar baby-boom which added almost 76 million people to the population--the oldest of whom are now turning 39; the youngest, 21.

In the next 8 to 12 years, overall growth in the labor force will continue to be influenced by the baby boomers attaining those ages at which labor force participation rates are the highest, and by the continued, but slower, rise in participation among women ages 20 to 44.

Labor Force Profile (continued)

Expected Growth in the Civilian Labor Force Average Annual Rate in Specified Periods, 1950-1982 & Projected to 1990, 1995

Age (years)	1950-1960	1960-1970	1970-1982	1982-1990	1990-1995
16 & over	1.3%	1.7%	2.4%	1.6%	1.0%
16 to 24	0	4.5	2.7	-1.3	-0.8
25 to 54	1.3	1.0	2.3	2.9	1.6
55 & over	1.6	1.4	0.3	-0.7	-0.2

Source: U.S. Bureau of Labor Statistics,
Bulletin 2197 (March 1984)

The Bureau of Labor Statistics has compiled a series of three projections, based on varying assumptions, on the future growth of the labor force. All of these recognized that the number of persons of prime working age (25-54) in the work force will grow considerably faster than the total labor force. The Bureau also anticipates a decline in the absolute numbers of young workers age 16 to 24, reflecting the aging of the baby-boomers and the decline in birth totals.

In the BLS middle projection, which assumes that labor force participation of women will accelerate and then taper off, the civilian labor force will reach 131.4 million persons by 1995. As noted in the preceding table, labor force growth is expected to average 1.6% annually from 1982 to 1990, then slowing to 1.0% a year in the 1990-1995 period.

Projections on the size of the labor force and on participation rates by sex and age, based on BLS middle projections, are covered in the following table.

Civilian Labor Force, by Sex, Age & Race, 1982 & Projections, 1990, 1995

	Labor Force (in thousands)			Labor Force Participation Rate*		
	1982	1990	1995	1982	1990	1995
Total labor force	110,204	124,951	131,387	64.0	66.9	67.8
Men by age 16 & over	62,450	67,701	69,970	76.6	76.5	76.1
16 to 19	4,470	4,123	4,043	56.7	62.3	62.9
20 to 24	8,604	7,151	6,530	84.9	84.4	84.1
25 to 34	17,793	19,569	18,105	94.7	93.7	93.1
35 to 44	12,781	17,469	19,446	95.3	95.6	95.3
45 to 54	9,784	11,142	13,807	91.2	91.2	91.1
55 to 64	7,174	6,419	6,311	70.2	65.5	64.5
65 & over	1,845	1,828	1,728	17.8	14.9	13.3

(continued)

Labor Force Profile (continued)

Civilian Labor Force, by Sex, Age & Race, 1982 & Projections to 1995

	Labor Force (in thousands)			Labor Force Participation Rate*		
	1982	1990	1995	1982	1990	1995
Women by age 16 & over	47,755	57,250	61,417	52.6	58.3	60.3
16 to 19	4,056	3,778	3,761	51.4	56.8	58.2
20 to 24	7,477	7,035	6,796	69.8	78.1	82.0
25 to 34	13,393	16,804	16,300	68.0	78.1	81.7
35 to 44	9,651	14,974	17,427	68.0	78.6	82.8
45 to 54	7,105	8,718	11,125	61.6	67.1	69.5
55 to 64	4,742	4,888	4,671	41.8	41.5	42.5
65 & over	1,185	1,329	1,337	7.9	7.4	7.0

* Percent of civilian noninstitutional population in the labor force.

Source: U.S. Bureau of Labor Statistics,
Bulletin 2197 (March 1984).

Employment Status

The economy continued to grow at a modest pace in January, continuing the recovery that accelerated in 1983, although the unemployment rate rose slightly--due to a larger-than-usual influx of job-seekers.

Civilian employment in January 1985 averaged 106.4 million, up from 106.3 million in December and 106.2 million in January 1984. The civilian unemployment rate in January averaged a seasonally adjusted 7.4% of the work force, up from 7.2% in December. The rise was concentrated in the women's segment, which went up from a seasonally adjusted rate of 6.4% in December 1984 to 6.8% in January 1985.

Total civilian employment in 1984 averaged 105.0 million--5.8 million more than the 1983 average. Unemployment averaged 7.4% of the total labor force, which includes resident Armed Forces. This compares with the rate of 9.5% in the recession years 1982 and 1983. The civilian unemployment rate in 1984 averages 7.5% compared with 9.6% in 1983, 9.7% in 1982.

As of December 1984, only six states had unemployment rates under 5%, according to the BLS, and 5 of these were in the Northeast: Conn., R.I., Mass., N.H. and Vt. The sixth was Arizona. The 15 states with December unemployment rates over 8% were clustered in two areas: a contiguous North-South band of 11 states stretching from Mich. to Ala., Miss. and La. on the Gulf Coast and a four-state pocket in the West consisting of Alaska, Wash., Ore., and Nev. W. Va. had the highest jobless rate of any state: 15.6%.

The percentage of total civilian employment accounted for by women grew in 1984, but not as much as noted in earlier years.

Employment Status (continued)

Total Employment in Civilian Occupations by Sex, 1980-1983

(Persons 16 years of age & over)

Year	Total Number (000)	Percent	Percent By Sex Men	Percent By Sex Women
1980	99,303	100.0%	57.6%	42.4%
1981	100,397	100.0	57.2	42.8
1982	99,526	100.0	56.5	43.5
1983	100,834	100.0	56.3	43.7
1984	105,005	100.0	56.2	43.8

Source: Based on U.S. Bureau of Labor Statistics reports

Most women in the labor force are either working full time or seeking full-time work (78%) and about two out of three were actually working full time in 1984, an increase compared with the 1983 figure (about 64%). Full-time employment of males also went up.

Full- & Part-Time Status of Civilian Employees, 1983, 1984

(Age 16 & over. Numbers in thousands)

	Men				Women			
	Number		Percent		Number		Percent	
	1984	1983	1984	1983	1984	1983	1984	1983
Civilian labor force, total	63,835	63,047	100.0	100.0	49,709	48,503	100.0	100.0
Full-time labor force	58,837	58,016	92.2	92.0	38,795	37,720	78.0	77.8
Employed								
Full time	52,043	49,470	81.5	78.5	32,788	30,925	66.0	63.8
Part time for economic reasons	2,652	2,966	4.2	4.7	3,091	3,300	6.2	6.8
Unemployed	4,142	5,581	6.5	8.8	2,916	3,494	5.9	7.2
Part-time labor force	4,998	5,031	7.8	8.0	10,914	10,783	22.0	22.2
Employed part time voluntarily	4,396	4,352	6.9	6.9	10,035	9,821	20.2	20.2
Unemployed	602	679	0.9	1.1	879	963	1.8	2.0

Source: U.S. Bureau of Labor Statistics,
Employment & Earnings (January 1985)

The number of self-employed Americans has been increasing over the last decade and a half. In 1984 the number, not including individuals who have incorporated their own businesses, stood at 9.3 million--1.9 million more than in 1975. The incorporated self-employed accounted for 2.8 million workers in 1982, up from 2.1 million in 1978, according to the BLS.

Self-employed workers tend to be older than wage and salary workers, although the average age has dropped in recent years. In 1983, 45.2% were 45 and over; and 71% of the total were men.

Employment Status (continued)

Employment by Major Industry Group & Class of Worker
1975, 1980, 1984
(Numbers in thousands)

Year	Self-Employed	Wage & Salary*	Unpaid Family
1975	7,427	77,551	869
1980	8,642	89,950	711
1984	9,338	95,120	548

* Includes individuals who have incorporated their own businesses.

Source: U.S. Bureau of Labor Statistics.

Overall, an average 76.4% of males in the civilian population 16 years of age and older were in the labor force, an average of 70.7% of the population were employed in 1984. For females, comparable percentages in 1984 were 53.1% and 49.5%, respectively.

The baby-boom bulge in the population is moving up the age scale, and this is reflected in the pattern on employment by age. For example, in 1981, 19.5% of the males and 23.2% of the females on the employment rolls were 16 to 24 years of age; in 1984, this age bracket accounted for 18.4% of the males and 21.2% of the females who were working. Employees age 25 to 44 represented 51.5% of the males and 51.1% of female employment in 1984; comparable percentages in 1981 were 48.2% and 47.6%, respectively.

Civilian Employment by Sex & Age, 1981, 1983, 1984
(% of civilian employees age 16 & older)

	Men			Women		
	1984	1983	1981	1984	1983	1981
Civilian employees, 16 & older	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Age: 16 to 19 years	5.6	5.8	6.7	6.8	6.9	8.0
20 to 24	12.8	12.7	12.8	14.4	14.7	15.2
25 to 34	29.0	28.6	27.9	28.7	28.5	27.3
35 to 44	22.5	21.9	20.3	22.4	21.6	20.2
45 to 54	15.8	16.1	16.9	14.9	15.2	16.0
55 to 64	11.3	11.8	12.2	10.2	10.5	10.6
65 & over	2.9	3.1	3.2	2.5	2.6	2.6

Source: Based on U.S. Bureau of Labor Statistics reports.

Employment Status (continued)

Employment Status of the Civilian Noninstitutional Population By Sex & Age, 1984

(Numbers in millions)

		Civilian Labor Force					No. not in Labor Force
	No. In Population	Total No.	% of Pop.	No. Employed	Unemployed		
					No.	% of Labor Force	
MEN							
16 years & over	83.6	63.8	76.4%	59.1	4.7	7.4%	19.8
16 to 19	7.4	4.1	56.0	3.3	0.8	19.6	3.3
20 to 24	10.1	8.6	85.0	7.6	1.0	11.9	1.5
25 to 54	45.0	42.3	93.9	39.8	2.5	5.9	2.7
25 to 34	19.6	18.5	94.4	17.2	1.3	7.2	1.1
35 to 44	14.7	14.0	95.4	13.3	0.7	5.2	0.7
45 to 54	10.7	9.8	91.2	9.3	0.4	4.6	0.9
55 to 64	10.3	7.0	68.5	7.0	0.4	5.0	3.2
65 & over	10.8	1.8	16.3	1.7	*	3.0	9.0
WOMEN							
16 years & over	92.8	49.7	53.6	45.9	3.8	7.6	43.1
16 to 19	7.3	3.8	51.8	3.1	0.7	18.0	3.5
20 to 24	10.6	7.4	70.4	6.6	0.8	10.9	3.1
25 to 54	47.4	32.4	68.3	30.3	2.0	6.3	15.1
25 to 34	20.4	14.2	69.8	13.2	1.0	7.4	6.2
35 to 44	15.5	10.9	70.1	10.3	0.6	5.6	4.6
45 to 54	11.5	7.2	62.9	6.8	0.4	5.2	4.3
55 to 64	11.8	4.9	41.7	4.7	0.2	4.3	6.9
65 & over	15.6	1.2	7.5	1.1	*	3.8	14.5

* Under 100,000

Source: U.S. Bureau of Labor Statistics
Employment & Earnings (January 1985)

In 1983, 55% of the families in the U.S. had two or more earners. Compared with the overall median income among all families amounting to $24,666 in 1983, in families with three or more earners (13% of the total), median family income was over $40,000.

Employment Status (continued)

Number of Families & Number of Earners & Median Family Income, 1982, 1983

	1983 Number (thous.)	1983 Median Income	1982 Median Income	Median Income % Change 1983/82
Total families	61,997	$24,580	$23,433	+ 4.9%
Families, excl. those with members in Armed Forces	61,243	24,666	23,495	+ 5.0
No. of earners:				
No earners	9,266	10,438	9,911	+ 5.3
One earner	18,459	19,409	18,913	+ 2.6
Two earners	25,437	29,808	28,073	+ 6.2
Three earners	5,517	37,327	35,798	+ 4.3
Four or more	2,584	47,732	44,409	+ 7.5

Source: U.S. Bureau of the Census,
Current Population Reports
(Series P-60, No. 145)

The increase in the number of working married couples in the U.S.--centered in age groups where interest in acquiring homes and other possessions is at a peak--has been a major factor in the growing strength of consumer markets at the onset of 1985.

The total number of couples with both husbands and wives at work averaged close to 22 million in 1984 compared with 20.4 million in 1981. The working husbands and wives together represented 41.8% of total employment in 1984 compared with 41.6% in 1981.

Distribution of Civilian Employees by Family Relationship, 1981, 1984

	Number (000) 1984	Percent 1984	Percent 1981
Total employees, age 16 years & over	105,005	100.0%	100.0%
Husbands	37,511	35.7	38.0
With employed wife	21,922	20.9	20.8
With unemployed wife	1,139	1.1	1.2
With wife not in labor force	14,450	13.8	16.0
Wives	24,848	23.7	23.5
With employed husband	21,922	20.9	20.8
With unemployed husband	897	0.8	0.8
With husband not in labor force	2,029	1.9	1.9
Relatives age 16 & over in married couple families	12,013	11.4	11.6
Other households:			
Women who maintain families	5,397	5.1	5.0
Relatives in families maintained by women (16 & over)	4,199	4.0	3.6

(continued)

Employment Status (continued)

Distribution of Civilian Employees by Family Relationship, 1981, 1984 (continued)

	Number (000)	Percent	
	1984	1984	1981
Other households:			
Men who maintain families	1,558	1.5%	1.7%
Relatives in families maintained by men (16 & over)	1,252	1.2	1.2
Persons living alone			
Men	5,030*	5.0*	5.0
Women	4,650*	4.6*	4.7
Other (living with nonrelatives, not known, etc.)	8,547	8.1	5.7

* Not reported for 1984. Based on year 1983.

Source: Based on Bureau of Labor Statistics reports
Employment & Earnings reports

The BLS reports that married couple families in which both husband and wife were in the labor force (i.e., working or actively seeking work) in 1983 numbered 26.1 million, or 41.8% of total families (62.5 million).

Working mothers have become a familiar feature of today's economy. A record 19.5 million, or 6 out of 10 with children under 18 years old, were in the labor force in March 1984, compared with about 4 out of 10 in 1970. Most of the gain has been among married mothers, and an important aspect of the increase has been the degree to which mothers today do not leave the job market after childbirth. This has resulted in a marked increase in school enrollment of younger children, 3 to 5 years of age.

Of the married couple families where both husband and wife were in the labor force in 1983, 57.2% had one or more children under 18 years of age. Of all women in the civilian noninstitutional population as of March 1984 who had children under 18, 60.5% were in the labor force. Among Black mothers of children under 18, the labor force participation rate was 63.3%; among those of Hispanic origin, 48.7%.

As the growing army of women workers has become better educated and more experienced, the percentage of women employees who are in managerial and professional positions has increased rapidly in recent years, reaching 22.5% in 1984. Women accounted for 41.6% of total employment in the managerial/professional specialty group in 1984.

Employment Status (continued)

Employed Civilians by Occupation & by Sex, 1982, 1984

	Total		Men		Women	
	1984	1982	1984	1982	1984	1982
Total, 16 years & over (thous.)	105,005	99,526	59,091	56,271	45,915	43,256
Percent	100.0	100.0	100.0	100.0	100.0	100.0
Managerial & professional specialty	23.7	23.3	24.6	24.5	22.5	21.7
Executive, administrative, managerial	11.0	10.7	13.0	12.8	8.5	7.8
Professional specialty	12.7	12.6	11.6	11.6	14.0	13.9
Tech., sales & admin. support	30.9	30.9	19.6	19.5	45.6	45.7
Technicians & related support	3.0	3.0	2.8	2.9	3.3	3.2
Sales occupations	12.0	11.3	11.1	10.9	13.1	11.9
Admin. support incl. clerical	15.9	16.6	5.7	5.8	29.1	30.7
Service occupations	13.5	13.6	9.4	9.4	18.7	19.0
Precision production, craft, repair	12.4	11.9	20.2	19.4	2.4	1.9
Operators, fabricators, laborers	16.1	16.6	21.1	21.5	9.6	10.3
Farming, forestry, fishing	3.4	3.8	5.1	5.6	1.2	1.4

Source: U.S. Bureau of Labor Statistics:
Employment & Earnings (January 1985)

Earnings

Much attention has been directed in recent years on the problem of the female-male earnings gap, and this remains a hot issue. The BLS has been conducting studies on the weekly earnings of full-time workers, men and women, since 1979 which highlight the problem. As of 1984, median weekly earnings for full-time women wage and salary workers were reported at $259, which was 65% as much as the median for men ($400). Median usual weekly earnings for both men and for women peaked in the 35-to-44 age group. In earlier years, the peak for women has been attained at 25 to 34; and this is an indication of the maturing of the female work force and the advancements being made to better-paying jobs.

Median Usual Weekly Earnings of Full-Time Wage & Salary Workers, By Sex, Age & Race, 1983, 1984

	Total		Men		Women	
	1984	1983	1984	1983	1984	1983
Total, 16 years & over	$326	$309	$400	$379	$259	$252
16 to 24 years	215	207	232	223	203	201
25 years & over	360	349	421	405	282	263
25 to 34	338	322	383	368	284	269
35 to 44	399	367	468	445	292	269
45 to 54	389	365	465	446	278	258
55 to 64	363	350	444	409	266	255
65 years & over	271	256	327	305	217	207

(continued)

Earnings (continued)

Median Usual Weekly Earnings of Full-Time Wage & Salary Workers, By Sex, Age & Race, 1983, 1984
(continued)

Race & Hispanic Origin	Total		Men		Women	
	1984	1983	1984	1983	1984	1983
16 Years & over						
White	$339	$321	$403	$397	$264	$253
Black	265	257	304	299	242	231
Hispanic origin	256	250	286	274	224	209

Note: Data refer to the sole or principal job of full-time workers, not including self-employed.

Source: U.S. Bureau of Labor Statistics, Employment & Earnings (January 1985)

Median Usual Weekly Earnings of Full-Time Wage & Salary Workers, By Occupation & By Industry, 1983, 1984

Occupation	1984	1983
Managerial & professional specialty	$ 463	$ 440
Executive, administrative, managerial	490	456
Professional specialty	454	422
Technical, sales, administrative support	300	282
Technicians & related support	381	357
Sales occupations	316	305
Administrative support, including clerical	273	258
Service occupations	208	205
Protective service	364	350
Service, except protective	200	188
Precision production, craft, repair	386	379
Operators, fabricators, laborers	287	276
Machine operators, assemblers, inspectors	279	261
Transportation & material moving occupations	350	328
Handlers, equipment cleaners, helpers, laborers	250	244
Farming, forestry, fishing	203	200
Industry		
Agricultural wage & salary workers	204	200
Private nonagricultural wage & salary workers	321	306
Mining	501	485
Construction	356	353
Manufacturing	353	339
Transportation	408	406
Communications & public utilities	460	422
Wholesale trade	347	334

(continued)

Earnings (continued)

Median Usual Weekly Earnings of Full-Time Wage & Salary Workers, By Occupation & By Industry, 1983, 1984
(continued)

Industry (continued)	1984	1983
Retail trade	$ 236	$ 222
Finance, insurance, real estate	310	300
Services	286	270
Government	374	353

(See note on preceding table)

Source: U.S. Bureau of Labor Statistics,
Employment & Earnings (January 1985)

Median Earnings of Year-Round, Full-Time Workers in 1982 By Occupation, Class of Worker & Sex
(Number in thousands)

	Men		Women	
	Self-Employed	Wage & Salary	Self-Employed	Wage & Salary
Total	$14,360	$21,542	$ 6,644	$13,352
Managerial & professional specialty	24,720	28,637	10,366	17,955
Technical, sales & admin. support	15,841	21,694	7,468	12,897
Service	10,913	14,632	4,837	9,185
Precision, production, craft & repair	13,890	21,432	7,557	14,024
Operator, fabricator & laborer	12,015	17,167	5,918	11,047
Farming, forestry, fishing	6,584	11,323	238	7,958

Note: Self-employed persons who have incorporated their businesses draw a wage or salary, and are therefore included with "Wage & Salary" data.

Source: U.S. Bureau of Labor Statistics,
Monthly Labor Review (July 1984)

According to a BLS analysis, changes in the purchasing power of wages and salaries, as measured by the constant-dollar Employment Cost Index (ECI), show a dramatic reversal during the four years (1980-83) from the trend of the preceding four years (1976-79). As the inflation rate has declined, purchasing power has increased in the last two years as the rate on price increases has been less than the gain, overall, in rates of salary and wage increases.

INCOME

Personal Income Profile

Total personal income increased 9.8% in 1984, compared with a gain of 6.2% in 1983 and 6.4% in 1982. The pick-up in the economy, which gathered strength in the last two months of 1984, continued in January 1985 as personal income (at a seasonally adjusted annual rate) rose 0.5%. However, some of the gain was attributed to special factors, including the payment of military retirement benefits in January rather than in December, as originally scheduled.

Wages and salaries represented 59.9% of 1984 personal income, compared with 60.5% in 1983 and 60.7% in 1982. Interest income accounted for 14.4% of income, and dividends 2.6% in 1984. Comparable figures for 1983 were 13.7% and 2.6%, respectively; for 1982, 14.2% and 2.6%, respectively. Unless interest rates in 1985 take an unexpectedly sharp turn upward, this source may again represent a declining share of total income in 1985 as occurred in 1983.

Personal Income & Its Disposition, 1982-1984
(Billions of dollars)

	1984	1983	1982
Personal income	$3,012.8	$2,744.2	$2,584.6
Wages & salaries	1,803.9	1,659.2	1,568.7
Other labor income*	195.5	173.1	155.5
Proprietors' income	154.2	121.7	111.1
Rental income	62.5	58.3	51.5
Personal dividend income	77.7	70.3	66.5
Personal interest income	434.8	376.3	366.6
Transfer payments (old-age, disability, health insurance benefits, unemployment insurance benefits, etc.)	416.7	405.0	376.1
Less personal contributions for social insurance	132.5	119.6	111.4
Less personal tax & nontax payments	435.2	404.2	404.1
Equals: Disposable personal income	2,577.7	2,340.1	2,180.5
Less: Personal outlays	2,420.8	2,222.0	2,044.5
Equals: Personal saving	156.8	118.1	136.0
Addenda:			
Disposable personal income in constant 1972 dollars (billions)	1,169.3	1,095.4	1,058.3
Per capita (current $)	10,891	9,977	9,385
Per capita (1972 $)	4,940	4,670	4,555
Personal saving as a % of disposable personal income	6.1%	5.0%	6.2%

* Employer contributions to private pension, health and welfare funds; workmen's compensation; directors' fees and a few minor items.

Source: U.S. Department of Commerce, Bureau of Economic Analysis

INCOME

Personal Income Profile

Total disposable personal income in 1984 was 10.1% over the 1983 total. This compares with the 7.3% gain chalked up in 1983. On a per capita basis, disposable income went up 9.2% in 1984 over 1983 and 6.3% in 1983 over 1982. On a constant dollar basis, eliminating the effects of inflation, total disposable income in 1984 went up 6.7%; per capita, + 5.8%.

Savings

The rate of savings of personal income revived somewhat in 1984, reaching 6.1% of disposable income compared with a rate of 5.0% in 1983. In 1981 the savings rate was 6.7%, but in 1973, 1974 and 1975 it averaged 8.5% each year or better. Corporate contributions to private pension plans are counted as deferred personal income that is saved and thus affects the savings rate. Such funding is being cut back because high rates of return earned on investments have resulted in about 75% of pension plans being fully funded or over funded.

Total Money Income of Individuals

Each March the U.S. Bureau of the Census conducts the Current Population Survey to develop information on family and personal characteristics, including income from all sources. The following information is from the March 1984 CPS which developed data on 1983 income.

In 1983, 84% of males and 88.9% of females age 15 and over had their own income. The median for males in 1983 was $14,631, 4.9% above the 1982 median. The median for females with income was $6,319 in 1983, 7.3% above the 1982 figure. Although females age 15 and over who had any income in 1983 outnumbered males--83,830,000 females vs. 80,909,000 males--their total money income in 1983 amounted to $736.0 billion, which was about half the $1,465.1 billion income of males age 15 and over.

Almost half of the income credited to males was concentrated among those age 25 to 44. Men in this age bracket represented about 42% of all males with income in 1983 and had almost 49% of aggregate male income.

The 25-44 age group also showed the biggest concentration of income for women--but at 45.8% it was less than noted for men. However, women in this age bracket represented only 38.7% of all females with income in 1983.

Aggregate & Median Income of Persons 15 Years of Age & Over, 1983
By Sex & By Age

	Number (000)	Percent	Aggregate Income Bil. $	Aggregate Income Percent	Median Income 1983	Median Income 1982	Per Capita 1983
MALES							
Total number	86,959						
Number with income	80,909	100.0	$1,465.1	100.0	$14,631	$13,950	$18,107
By age:							
15 - 19	6,256	7.7	16.3	1.1	1,735	1,786	2,605
20 - 24	9,611	11.9	86.2	5.9	7,651	7,743	8,969

(continued)

Total Money Income of Individuals

Aggregate & Median Income of Persons 15 Years of Age & Over, 1983
By Sex & By Age
(continued)

	Number (000)	Percent	Aggregate Income Bil. $	Aggregate Income Percent	Median Income 1983	Median Income 1982	Per Capita 1983
MALES (cont'd)							
25 - 34	19,299	23.8	$ 351.8	24.0	$16,805	$16,416	$18,229
35 - 44	14,458	17.9	364.8	24.9	22,440	21,649	25,232
45 - 54	10,552	13.0	276.1	18.8	23,115	21,543	26,217
55 - 64	10,080	12.5	229.5	15.7	18,694	17,825	22,768
65 & over	10,673	13.2	140.4	9.6	9,766	9,188	13,155
FEMALES							
Total number	94,253						
Number with income	83,830	100.0	736.0	100.0	6,319	5,887	8,780
By age:							
15 - 19	5,832	7.0	13.2	1.8	1,675	1,697	2,263
20 - 24	9,341	11.1	62.0	8.4	5,692	5,506	6,637
25 - 34	18,423	22.0	184.6	25.1	8,503	7,972	10,020
35 - 44	13,990	16.7	152.1	20.7	8,850	7,851	10,872
45 - 54	10,325	12.3	106.4	14.4	8,205	7,602	10,305
55 - 64	10,653	12.7	96.2	13.1	6,129	5,907	9,030
65 & over	15,265	18.2	121.4	16.5	5,599	5,365	7,953

Source: U.S. Bureau of the Census,
Current Population Reports
(Series P-60, No. 145)

Among men per capita income is highest in the 45-54 age group ($26,217); among women, per capita income in 1983 peaked in the 34-44 age group ($10,872).

In 1983, 49% of males 14 years of age and older who had money income had $15,000 or more. The comparable figure for 1980 was 43%. Among women who had income in 1983, 19.2% had $15,000 or more, compared with 10.9% in 1980.

Total Money Income of Persons 14 Years Old & Over, by Sex, 1980, 1983

	Total		Male		Female	
	1983	1980	1983	1980	1983	1980
Total number 14 & over (000)	180,303	174,082	86,050	82,949	94,253	91,133
Number with income (000)	164,739	159,487	80,909	78,661	83,830	80,826
% with income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Under $10,000	50.9	57.7	35.7	39.8	65.4	74.9
$10,000 - $14,999	15.3	15.7	15.2	17.1	15.3	14.2
$15,000 - $24,999	18.6	17.2	23.2	25.5	14.0	9.0
$25,000 & over	15.3	9.6	25.8	17.5	5.2	1.9
Median	$ 9,720	$ 7,943	$14,631	$12,530	$6,319	$4,920

Source: U.S. Bureau of the Census,
Current Population Reports (Series P-60, No. 145)

INCOME

Household Income

Median household income in 1983 was reported at $20,885 compared with $20,171 in 1982. A household consists of all the persons who occupy a housing unit--whether a single room occupied as separate living quarters or a house or apartment. A household includes the related family members and all the unrelated persons, if any, who share the housing unit.

The data on households is further divided into "family" and "unrelated individual (not living with any relatives)" information.

In addition to reported money income, in the 3rd quarter of 1983, according to the Census Bureau, 3 out of every 10 people in the Nation's 83.1 million non-farm households received government assistance, such as Social Security, food stamps, Medicare and public housing.

The improved economy resulted in an increase of 4.9% in median family income, which rose from $23,430 in 1982 to $24,580 in 1983 (+4.9%). Median income of households made up of unrelated individuals amounted to $10,563 in 1983.

The highest median income in 1983 was among families headed by a person 45 to 54 years of age. These represented 17% of all families in 1984 and had a median income of $32,592.

Families & Unrelated Individuals by Total Money Income, 1983
Total & by Age of Householder

		Age of Householder (Head)					
	Total	Under 25	25-34	35-44	45-54	55-64	65 & Over
FAMILIES							
Total number (000)	61,997	3,258	14,632	14,062	10,519	9,843	9,682
Percent	100.0%	5.2%	23.6%	22.7%	17.0%	15.9%	15.6%
By income:	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Under $10,000	16.0	35.8	17.4	11.5	10.2	12.9	22.9
$10,000-$14,999	11.6	18.6	11.7	8.4	7.6	9.4	20.4
$15,000-$24,999	23.3	28.8	26.3	21.2	16.5	22.3	28.2
$25,000-$34,999	19.5	11.2	22.4	21.4	20.2	19.9	14.0
$35,000-$49,999	17.0	4.8	15.8	21.1	22.8	18.7	8.8
$50,000-$59,999	5.4	0.5	3.2	7.1	9.2	6.7	2.3
$60,000-$74,999	3.7	0.2	1.9	4.7	6.6	5.1	1.7
$75,000 & over	3.5	--	1.1	4.4	6.9	4.9	1.7
Median income before taxes	$24,580	$13,841	$22,776	$28,944	$32,592	$29,407	$16,862

(continued)

INCOME

Household Income

Families & Unrelated Individuals by Total Money Income, 1983
Total & by Age of Householder
(continued)

	Total	Age of Householder (Head)					
		Under 25	25-34	35-44	45-54	55-64	65 & Over
UNRELATED INDIVIDUALS							
Total number (000)	29,258	4,259	7,195	3,304	2,330	3,579	8,591
Percent	100.0%	14.4%	24.4%	11.2%	7.9%	12.1%	29.1%
By income:	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Under $10,000	47.7	60.3	28.9	26.8	36.9	49.0	67.6
$10,000-$14,999	17.6	21.8	20.5	14.6	14.7	17.9	15.1
$15,000-$24,999	20.7	15.0	32.2	22.1	22.1	18.4	11.5
$25,000-$34,999	8.4	2.4	12.3	23.7	14.5	8.2	3.1
$35,000 & over	5.6	0.5	6.1	12.8	11.8	6.5	2.7
Median income before taxes	$10,563	$ 7,893	$15,146	$17,296	$14,481	$10,233	$ 6,938

Source: U.S. Bureau of the Census,
Current Population Reports (Series P-60, No. 145)

According to a study by the Federal Reserve Board, the share of aggregate family income received by the highest income decile was 33% in 1982, 32% in 1976 and 29% in 1969.

Share of Family Income by Income Deciles, 1976, 1982

	% of Families by Share of Total Income	
	1982	1976
Total families	100%	100%
Income deciles:		
Lowest	1	1
2nd, 3rd, 4th	12	13
5th, 6th, 7th	25	25
8th	13	13
9th	16	16
Highest	33	32

Source: *Federal Reserve Bulletin* (September 1984)

INCOME

Household Income

Median Family Income by Type of Family & by Region, 1982, 1983

	1983		1982
	Number (thous.)	Median Income	Median Income
Married-couple families	50,090	$27,286	$26,019
Wife in paid labor force	26,177	32,107	30,342
Wife not in paid labor force	23,913	21,890	21,299
Male householder, no wife present	2,030	21,845	20,140
Female householder, no husband present	9,878	11,789	11,484
REGION			
Northeast	12,928	26,678	24,918
North Central	15,711	24,730	24,219
South	21,524	22,495	21,500
West	11,833	25,592	24,624

Source: U.S. Bureau of the Census,
Current Population Reports (Series P-60, No. 145)

The Bureau of the Census initiated a new series of quarterly reports covering the economic status of households in the U.S. with a report covering the third quarter of 1983.

According to this report, 46% of children under 16 years of age were in households which had a monthly cash income of $2,000 or more--or upwards of $24,000 a year; 23% were in households with monthly income of $3,000 or more. Based on other Census data, more than half of all children age 17 or younger in married couple families have a family income of $25,000 a year or more, compared to 7% of the children of this age in female-headed households.

Monthly Household Cash Income by Age of Household Member
July-September 1983

	Age						
	Under 16	16-24	25-34	35-44	45-54	55-64	65 & older
Total number (000)*	53,907	35,258	38,905	28,547	21,370	21,317	25,008
Percent	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Monthly household cash income: Under $900	22.9	17.6	16.6	13.6	14.4	20.1	38.6
$ 900-$1,999	31.0	28.4	33.1	23.9	22.6	32.7	38.6
$2,000-$2,999	22.5	22.2	25.4	26.1	22.8	21.2	11.9
$3,000-$3,999	12.6	13.3	13.8	17.8	17.4	11.4	5.2
$4,000 & over	11.0	18.5	11.2	18.6	22.8	14.6	5.8
Median income	$1,840	$2,118	$2,007	$2,364	$2,462	$1,887	$1,124

* Excludes persons in farm households and group quarters.

Source: U.S. Bureau of the Census,
Current Population Reports: Household Economic Studies
(P-70, No. 1)

INCOME

State & Region

As of the 3rd quarter 1984, almost 21% of the nation's total personal income was concentrated in the Southeast, and this region registered a gain of 10.7% in personal income compared with the 3rd quarter of 1983.

Total Personal Income by Regions, 3rd Quarter 1984
(Millions of dollars, seasonally adjusted
at annual rate)

	Mil. $	Percent
United States	$3,032,708	100.0
New England (Conn., Me., Mass., N.H., R.I., Vt.)	180,353	5.9
Mideast (Del., D.C., Md., N.J., N.Y., Pa.)	598,437	19.7
Great Lakes (Ill., Ind., Mich., Oh., Wis.)	529,984	17.5
Plains (Ia., Ks., Minn., Mo., Neb., N.D., S.D.)	221,349	7.3
Southeast (Ala., Ark., Fla., Ga., Ky., La., Miss., N.C., S.C., Tn., Va., W.Va.)	626,668	20.7
Southwest (Ar., N.M., Okla., Tex.)	293,687	9.7
Rocky Mountain (Colo., Id., Mont., Ut., Wyo.)	86,274	2.8
Far West (Calif., Nev., Ore., Wash.)	473,706	15.6
Alaska	8,784	0.3
Hawaii	13,465	0.5

Source: U.S. Department of Commerce,
Bureau of Economic Analysis

Metropolitan Areas

Total Personal Income & Per Capita Personal Income
For Consolidated Metropolitan Statistical Areas, 1980-1982

	Total Personal Income (mil. $)			Per Capita ($)		% of National Average
	1982	1981	1980	1982	1981	1982
United States	2,571,517	2,426,901	2,158,685	$11,100	$10,582	100
CMSAs	487,250	465,928	410,885	8,785	8,496	79
Buffalo-Niagara Falls, NY	13,422	12,973	11,818	11,022	10,558	99
Chicago-Gary-Lake County, IL-IN-WI	101,922	97,417	88,884	12,781	12,247	115
Cincinnati-Hamilton, OH-KY-IN	18,500	17,615	16,135	11,056	10,555	100
Cleveland-Akron-Lorain, OH	33,596	32,418	29,801	11,963	11,519	108
Dallas-Fort Worth, TX	41,499	37,919	32,700	13,202	12,500	119
Denver-Boulder, CO	23,775	21,319	18,357	13,819	12,736	124
Detroit-Ann Arbor, MI	55,866	55,005	52,152	12,066	11,723	109
Houston-Galveston-Brazoria, TX	47,916	43,804	36,740	13,855	13,417	125
Kansas City, MO-KS	17,222	16,355	14,824	11,845	11,337	107
Los Angeles-Anaheim-Riverside, CA	151,867	143,308	127,030	12,730	12,236	115
Miami-Fort Lauderdale, FL	34,161	32,099	27,903	12,246	11,608	110

(continued)

INCOME

Metropolitan Areas (continued)

Total Personal Income & Per Capita Personal Income For Consolidated Metropolitan Statistical Areas, 1980-1982
(continued)

CMSAs (continued)	Total Personal Income (mil. $) 1982	1981	1980	Per Capita ($) 1982	1981	% of National Average 1982
Milwaukee-Racine, WI	19,566	18,538	16,964	12,448	11,780	112
New York-Northern NJ-Long Island, NY-NJ-CT	238,857	221,192	197,502	13,680	12,694	123
Phila.-Wilmington-Trenton, PA-NJ-DE-MD	68,413	64,049	57,704	11,976	11,246	108
Pittsburgh-Beaver Valley, PA	27,881	26,972	24,337	11,604	11,207	105
St. Louis-East St. Louis-Alton, MO-IL	28,278	26,809	24,116	11,896	11,271	107
San Francisco-Oakland-San Jose, CA	80,384	74,501	66,066	14,577	13,666	131
Seattle-Tacoma, WA	27,307	26,082	23,438	12,537	12,110	113

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business (April 1984)

According to Sales & Marketing Management Magazine, (July 23, 1984) the 10 metropolitan areas with the highest median household effective buying income in 1983 were the following:

Metro Area	1983 Median Household EBI
Nassau-Suffolk, NY	$ 38,427
Anchorage, Alaska	34,842
Bridgeport-Stamford-Norwalk-Danbury, CT.	34,561
Middlesex-Somerset-Hunterdon, N.J.	34,539
Lake County, Il.	34,428
San Jose, Calif.	33,780
Washington, D.C.	33,236
Anaheim-Santa Ana, Calif.	32,715
Bergen-Passaic, N.J.	32,413
Brazoria, Tex.	31,915

CONSUMER FINANCES

A detailed view of the financial position of American families is provided in the 1983 Survey of Consumer Finances, sponsored by the Board of Governors, Federal Reserve System, the U.S. Department of Health and Human Services and five other federal agencies. Data in this survey was collected from a nationally representative sample of 3,824 families and is the most comprehensive inventory of consumers' assets available since the 1962 Survey of Financial Characteristics of Consumers.

CONSUMER FINANCES

Housing Status

The FRB studies show an increase in rates of homeownership between 1970 and 1977, but a decline between 1977 and 1983. The perception that homeownership offered an effective hedge against inflation is cited as contributing to the growth, while the increase in the number of families with an unmarried head, and the gains in mortgage interest rates contributed to the decline in homeownership in recent years.

Housing Status of Nonfarm Families, Selected Years

	1983	1977	1970
Homeowner	60%	65%	62%
Renter	32	28	32
Mobile home (owner & renter)*	6	6	4
Other**	2	1	2

* Includes owners and renters. About 83% of mobile homes are owner-occupied.

** Includes families who receive housing as a gift or as compensation from employer and respondents who refused to answer.

Note: Families include all persons residing in the same dwelling who are related by blood, marriage or adoption. One-person units are included as well as units of two or more persons.

Source: Federal Reserve Bulletin (September 1984)

Homeowners

In 1983, at least two-thirds of all families whose head was age 35 or older owned their own homes while only 34% of families whose head was under 35 did. The highest frequency of home ownership in 1983 was among families whose head was 45-54 (75%) and 55 to 64 (73%). On an income basis, homeownership of course increases with family income, rising from only 36% of families with incomes of less than $10,000 to 89% of families with incomes of $50,000 or more. But for most income groups, ownership rates declined between 1977 and 1983.

Homeowners reported the current value of their homes and the amount of outstanding mortgage debt, yielding data on owners' net equity. Increases in housing prices boosted the median reported value of homes dramatically between 1970 and 1977, more than doubling it (from $17,800 to $37,000), but between 1977 and 1983 the median value of homes declined 5% in real terms. However, the percent of homeowners whose homes were valued in constant 1983 dollars at $100,000 or more increased from 1% in 1970 to 4% in 1977 and to 20% in 1983.

Median home equity increased 46% in real terms between 1970 and 1977, then declined nearly 7% to $41,261 in 1983. Both mean and median equity increase steadily with total family income and with the age of the family head until 65.

CONSUMER FINANCES

Homeowners

Profile of Homeownership/Equity, 1983

Total owners		100%
Value of house		
Less than $25,000		9
$25,000 - $49,999		30
$50,000 - $74,999		25
$75,000 - $99,999		16
$100,000 - $149,999		12
$150,000 or more		8
Mean value:	$72,238	
Median value:	57,500	
Equity in house		
Less than $15,000		12
$15,000 - $24,999		12
$25,000 - $49,999		33
$50,000 - $74,999		21
$75,000 or more		22
Mean equity:	$56,133	
Median equity:	41,261	

Mean & Median Net Equity in Homes Of Nonfarm Homeowning Families, by Selected Characteristics, 1983

	% of Families Who Own Homes	Net Equity in Homes	
		Mean	Median
Family Income			
Less than $10,000	36%	$ 39,996	$ 29,810
$10,000 - $19,999	51	42,896	35,000
$20,000 - $29,999	60	48,309	38,075
$30,000 - $49,999	82	55,679	46,206
$50,000 or more	89	100,675	74,756
Age of family head (years)			
Under 35	34	31,496	25,985
35 - 44	66	52,067	40,600
45 - 54	75	64,467	50,000
55 - 64	73	73,578	55,000
65 & over	70	58,269	41,857
Race of family head			
White	64	57,623	43,466
Nonwhite or Hispanic	40	45,329	30,000

Source: Federal Reserve Bulletin (September 1984)

Some indication of the degree to which young families, who are new home buyers, are stretching budgets to buy homes can be found in correlating the above with Census Bureau data on distribution of household income by age of family head. As previously noted in the section on INCOME, in families with head age 25 to 34, only

22% had annual money income of $35,000 or more; for those with heads age 35-44, 37.3% were at this income level; head 45-54, 45.5%. Older homeowners have less mortgage debt, as will be seen in the following data.

Mortgage & Consumer Debt Outstanding

Changing economic conditions and rapid developments in financial markets have substantially influenced the size and composition of outstanding debt of American families. In 1983, 37% of all families (57% of homeowners) had mortgage debt outstanding; 62% had consumer debt outstanding in the form of credit card and other open-end debt, installment debt, and noninstallment consumer debt from all sources.

The proportion of families owning debt is highest among those whose head is age 25 to 44 years of age. Of the homeowning families whose head is 25 to 34, 87% had outstanding mortgage debt amounting to a median $27,137, and 77% of all families in this age bracket had other consumer debt outstanding, with a median value of $2,265. The median income of all families with a head age 25 to 44 was $20,097 in 1983.

Of homeowning families with a head age 35 to 44, 84% had mortgage debt outstanding (and these represented 58% of all families in this age group). Median amount of mortgage debt amounted to $25,268. Of all families with a head age 25 to 44, 79% had outstanding consumer debts, with a median value of $3,030; median income, $27,114.

The proportion of homeowning families owning mortgage debt increases steadily from the lowest to the highest income groups, as do both mean and median mortgage debt. Outstanding consumer debt generally increases with the age of the family head until 44, then declines.

The ratio of monthly mortgage and installment debt payments in 1983 to family income in 1982 is highest among families with heads under 45 years of age and those with family incomes under $20,000 a year.

Mean & Median Mortgage & Consumer Debt Outstanding of Families Owing Such Debts, All Families & by Age of Head, 1983

	Mortgage Debt Outstanding				Consumer Debt Outstanding		
	% of All Families	% of Home Owners	Mean	Median	% of All Families	Mean	Median
All families	37%	57%	$21,147	$21,010	62%	$5,400	$2,382
Age of head:							
Under 25	12	61	24,577	20,049	64	3,584	2,263
25 - 34	40	87	32,266	27,137	77	4,781	2,265
35 - 44	58	84	31,871	25,268	79	6,673	3,030
45 - 54	52	67	23,767	15,167	71	5,780	3,152
55 - 64	34	43	18,334	12,100	57	6,325	1,700
65 - 74	16	20	14,703	10,067	31	3,537	943
75 & over	3	5	11,029	9,981	15	1,117	308

Source: Federal Reserve Bulletin (December 1984)

CONSUMER FINANCES

Financial Assets

There has been a substantial reduction in the proportion of families with savings accounts, savings bonds and stocks since 1977; however, the proportion holding CDs and money market accounts, as well as IRAs has grown.

Families Holding Selected Liquid & Other Assets, 1977, 1983

	Percent of Families	
	1983	1977
Liquid assets		
None	12%	11%
Checking account	79	81
Certificates of deposit	20	14
Savings account	62	77
Money market account	14	na
Savings bonds	21	31
Other financial assets		
Nontaxable bonds	3	2
Other bonds	3	2
Total financial assets (in 1983 dollars)		
Mean	$24,128	$24,273
Median	2,300	3,033
Liquid assets:		
Mean*	12,934	15,224
Median*	1,967	2,542

* Includes those with none

Source: Federal Reserve Bulletin (September 1983)

In 1983, 13% of families had liquid assets valued at $10,000 to $24,999; 5%, $25,000 to $39,999 and 8% valued at $40,000 and more. Liquid assets valued at less than $2,000 were held by 38%, and 12% had none.

Mean & Median Assets of Families Holding Such Assets, by Selected Family Characteristics, 1983

	% of Families Owning Liquid Assets	Liquid Assets		Total Financial Assets	
		Mean	Median	Mean	Median
Family Income					
Less than $5,000	57%	$ 2,177	$ 500	$ 3,254	$ 513
$ 5,000 - $7,499	70	3,663	1,000	4,296	1,000
$ 7,500 - $9,999	75	5,378	800	6,114	848
$10,000 - $14,999	87	9,549	1,719	11,619	2,205

(continued)

CONSUMER FINANCES

Financial Assets

Mean & Median Assets of Families Holding Such Assets, by Selected Family Characteristics, 1983
(continued)

		Liquid Assets		Total Financial Assets	
Family income (continued)	% of Families Owning Liquid Assets	Mean	Median	Mean	Median
$15,000 - $19,999	93%	$ 9,130	$ 1,513	$ 12,021	$ 1,780
$20,000 - $24,999	95	11,365	2,105	14,078	2,385
$25,000 - $29,999	97	12,509	2,798	18,539	3,349
$30,000 - $39,999	99	17,783	4,717	22,752	5,950
$40,000 - $49,999	99	16,285	7,828	32,342	10,631
$50,000 & more	99	45,541	19,886	125,131	31,658
Age of family head					
Under 25	81	1,972	600	2,646	746
25 - 34	87	4,274	1,203	7,963	1,514
35 - 44	91	8,911	3,000	14,414	3,750
45 - 54	89	14,826	3,308	23,009	4,131
55 - 64	91	25,439	7,425	54,951	9,338
65 - 74	88	30,666	9,676	65,339	11,400
75 & over	86	26,481	7,885	37,060	10,350

Source: Federal Reserve Bulletin (September 1984)

Net Worth

Consumers' wealth or net worth influences savings, consumption and financial behavior and it is the best indicator of economic well-being. Net worth is the difference between gross assets--including all financial assets and equity in homes and other real property--and liabilities--including consumer credit and other debts. The estimates include the value of consumer durables such as automobiles and home furnishings, the cash value of life insurance, equity in small businesses and farms, and the present value of expected future benefits from pensions or social security.

As defined, net worth, measured in current dollars increased substantially between 1970 and 1983. The portion of families with net worth of more than $25,000 expanded from 22% in 1970 to 38% in 1977, then to 50% in 1983. Adjusted for price changes, the increases were smaller but still significant. Real mean and median net worth rose 30% and 18%, respectively, from 1977 to 1983. The proportions of families having various amounts of net worth were substantially the same in the three survey years analysed by the Federal Reserve Board, after accounting for price changes.

Older families tend to have relatively high net worth, and the expansion in this group has counterbalanced that of young families, who tend to have relatively low levels of net worth.

CONSUMER FINANCES

Net Worth

Distribution of Families by Net Worth, 1977, 1983

	Current Dollars		Constant (1983) Dollars
	1983	1977	1977
Total families	100%	100%	100%
Net Worth			
Less than $5,000	33	39	35
$ 5,000 - $9,999	5	7	5
$10,000 - $24,999	12	17	12
$25,000 - $49,999	16	17	15
$50,000 - $99,999	17	13	16
$100,000 - $249,999	12	7	12
$250,000 - $499,999	3	1	2
$500,000 & above	2	*	*
Mean	$66,050	$31,039	$66,050
Median	24,574	12,656	24,574

* Less than 0.5%.

Source: Federal Reserve Bulletin (December 1984)

Mean & Median Net Worth by Selected Family Characteristics, 1983

	% of Familes	Net Worth	
		Mean	Median
Age of family head			
Under 25	8%	$ 4,218	$ 5
25 - 34	23	20,391	3,654
35 - 44	19	51,893	28,721
45 - 54	16	81,350	43,797
55 - 64	15	119,714	55,587
65 - 74	12	125,284	50,181
75 & over	7	72,985	35,939
Life-cycle stage of family head:			
Under 45 years			
Unmarried, no children	12	16,289	1,075
Married, no children	7	24,948	7,540
Married, with children	23	41,371	17,864
45 years & over			
Head in labor force	26	107,124	54,527
Head retired	22	103,041	43,213
All ages			
Unmarried, with children	9	22,765	477

Source: Federal Reserve Bulletin (December 1984)

CONSUMER EXPENDITURES

Personal consumption expenditures, including outlays for goods and services, in 1984 amounted to $2,342.0 billion, representing a gain of 8.6% compared with 1983 on a current dollar basis, and a gain of 5.3% on a constant dollar basis. Durable goods continued to register the strongest gain, as consumers went back to the purchase of cars, appliances and other durable goods when the economy improved.

Personal Consumption Expenditures by Major Type of Product, 1981-1984
(Billions of current dollars)

	1984	1983	1982	1981	% Change 1984/83	% Change 1983/82
Personal consumption expenditures, total	$2,342.0	$2,155.9	$1,984.9	$1,849.1	+ 8.6%	+ 8.6%
Durable goods	318.5	279.8	245.1	253.4	+13.8	+14.1
Nondurable goods	856.8	801.7	751.5	730.7	+ 6.9	+ 6.7
Services	1,166.8	1,074.4	982.2	883.0	+ 8.6	+ 9.4

Note: Durable goods are defined as having a usefulness of 3 years or more; nondurable goods, a useful life of less than 3 years.

Source: U.S. Department of Commerce,
Bureau of Economic Analysis.

On a constant dollar basis, spending for durable goods in 1984 rose 13.1% over 1983; expenditures for nondurable goods went up 4.6%, services up 3.3%.

Attention of marketers is focused on the large baby-boom generation who now constitute more than a third of American households and are in their prime family-building years. Although total consumption expenditures in relation to gross national product has not been expanding because of this group--it was 63.9% in 1984, 65.2% in 1983; 64.6% in 1982; 63.3% in 1981. The baby-boomers--particularly that segment known as Yuppies (young, urban professionals)--are making an impact on the pattern in consumer expenditures. Spending on foreign travel, for example, reached over $18.7 billion in 1983, 31.5% above the 1980 total of $14.3 billion. Spending for recreation reached $141.3 billion, for a gain of about 32% compared with 1980. Expenditures for private education reached a record $33.3 billion in 1983, gaining 26% compared with 1980. Eating-out expenditures came to $115.5 billion, for a gain of 28%.

The U.S. also has a rapidly growing elderly population, and this group, too, has an impact on changing patterns in consumer spending. Spending for medical care for all U.S. consumers, but especially for the older population, continues to rise faster than the gain in overall expenditures and reached over $238 billion in 1983, or 43% above the 1980 figure. Varying rates of inflation in prices of consumer goods also affect the spending pattern.

CONSUMER EXPENDITURES

Total Personal Consumption Expenditures by Major Type of Product, 1980-1983
(Billions of $)

	1983	1982	1981	1980
Personal consumption expenditures	$2,155.9	$1,984.9	$1,849.1	$1,668.1
Durable goods	279.8	245.1	235.4	214.7
Motor vehicles & parts	129.3	108.7	101.9	90.7
Furniture & household equip.	104.1	94.4	92.3	86.3
Other	46.4	42.1	41.2	37.3
Nondurable goods	801.7	757.7	730.7	668.8
Food	416.5	392.8	373.9	345.1
Clothing & shoes	127.0	118.8	114.3	104.6
Gasoline & oil	90.0	90.4	94.6	84.8
Other nondurable goods	168.2	155.6	147.9	134.3
Services	1,074.4	982.2	883.0	784.5
Housing	363.3	333.8	302.0	266.2
Household operation	153.8	143.3	127.5	113.0
Transportation	72.5	68.2	65.0	61.1
Other	484.8	436.8	388.5	344.3
	Percent of Total Expenditures			
Personal consumption expenditures	100.0%	100.0%	100.0%	100.0%
Durable goods	13.0	12.3	12.7	12.9
Motor vehicles & parts	6.0	5.5	5.5	5.4
Furniture & household equip.	4.8	4.8	5.0	5.2
Other	2.1	2.1	2.2	2.3
Nondurable goods	37.2	38.2	39.5	40.1
Food	19.3	19.8	20.2	20.7
Clothing & shoes	5.9	6.0	6.2	6.3
Gasoline & oil	4.2	4.5	5.1	5.1
Other durable goods	7.8	7.8	8.0	8.0
Services	49.8	49.5	47.7	47.0
Housing	16.8	16.8	16.3	16.0
Household operation	7.1	7.2	6.9	6.8
Transportation	3.4	3.4	3.5	3.7
Other	22.5	22.0	21.0	20.6

Source: U.S. Bureau of Economic Analyis,
Survey of Current Business
(July 1984)

Spending Patterns By Household Characteristics

The Bureau of Labor Statistics recently issued their first report on what is to be a continuing Consumer Expenditure Survey. The data in this report is based on interviews among 10,000 urban consumer units (households) interviewed over 5 quarters in 1980-81.

CONSUMER EXPENDITURES

Spending Patterns By Household Characteristics

The detailed report covers the pattern in expenditures of urban households (including singles living alone as well as married-couple and other families) in terms of income levels, age of household head (the person who owns or rents the dwelling), number of persons in the household, region of residence, composition of the household, number of earners in the household, housing tenure (owner vs. renter) and race of household head.

Following are patterns in spending based on the BLS data, which update similar studies covering 1972-73 and 1960-61.

Average Annual Expenditures of Urban Consumer Units (Households), 1981-81
By Age of Household Head

		Age of Head					
	Total	Under 25	25 - 34	35 - 44	45 - 54	55 - 64	65 & Over
Number (thous.)	68,295	7,408	16,083	11,422	9,685	10,410	13,287
	100.0	10.8	23.5	16.7	14.2	15.2	19.5
Consumer unit characteristics							
Income before taxes	$19,989	$11,354	$20,958	$25,727	$28,108	$22,312	$10,898
Size of consumer unit	2.7	1.8	2.8	3.8	3.4	2.4	1.7
Av. age of householder	46.2	21.6	29.5	39.2	49.5	59.3	73.5
Av. no. in consumer unit							
Earners	1.4	1.3	1.5	1.9	2.2	1.4	0.4
Vehicles	1.9	1.2	1.9	2.3	2.7	2.1	1.1
Children under 18	0.7	0.4	1.1	1.7	0.9	0.2	--
Percent homeowner	61	11	50	70	78	80	70
Total expenditures	$17,144	$11,108	$17,979	$22,084	$22,959	$17,477	$10,754
% of income before taxes	85.8%	97.8%	85.5%	85.8%	81.7%	78.3%	98.7%
Food	16.1	17.6	14.9	16.4	15.6	15.1	20.3
Alcoholic beverages	1.4	2.8	1.7	1.2	1.1	1.2	1.1
Housing	25.3	28.3	27.6	25.1	21.3	21.0	32.8
Shelter	14.1	17.5	16.7	14.2	11.4	10.6	16.2
Owned dwellings	8.3	3.2	9.6	9.6	7.5	6.8	9.3
Rented dwellings	4.6	13.4	6.3	3.4	2.4	2.3	5.5
Other lodging	1.2	0.9	0.9	1.2	1.5	1.5	1.5
Fuel, utilities, etc.	6.3	5.4	5.4	6.0	6.0	6.4	9.9
Household operations	1.3	1.0	1.4	1.2	0.7	0.8	3.2
Housefurnishings, equip.	3.5	4.5	4.0	3.7	3.1	3.1	3.4
Apparel & services	4.7	6.0	4.7	5.3	4.5	4.0	3.9
Transportation	17.3	22.9	17.6	16.9	17.6	16.0	15.6
Health care	3.7	2.3	2.5	3.0	3.2	3.9	9.6
Entertainment	3.8	5.1	4.3	4.3	3.3	3.2	2.8
Personal care	0.8	0.7	0.6	0.7	0.8	0.9	1.3
Education	1.1	2.6	0.7	1.2	1.8	0.7	0.3
Other (tobacco, insurance, contributions, etc.)	11.6	9.5	11.3	11.7	12.4	12.2	10.7

Source: U.S. Bureau of Labor Statistics,
Consumer Expenditure Survey (USDL: 84-514)

CONSUMER EXPENDITURES

Spending Patterns By Household Characteristics

Average Annual Expenditures of Urban Consumer Units (Households), 1980-81 By Selected Household Income Groups

		Selected Household Income Groups		
	Total	$15,000-19,999	$20,000-29,999	$30,000 & Over
Number (thous.)	68,295 100.0	7,426* -	12,165* -	11,977* -
Consumer unit characteristics				
Income before taxes	$19,989	$17,567	$24,414	$44,152
Size of consumer unit	2.7	2.7	3.1	3.4
Av. age of householder	46.2	42.1	41.4	44.5
Av. no. in consumer unit				
Earners	1.4	1.5	1.8	2.2
Vehicles	1.9	2.0	2.5	2.9
Children under 18	0.7	0.8	1.0	1.0
Percent homeowner	61	58	73	87
Total expenditures	$17,144	$16,065	$20,330	$30,338
% of income before taxes	85.8%	92.5%	82.3%	68.7%
Food	16.1	17.6	15.2	11.1
Alcoholic beverages	1.4	1.6	1.4	1.0
Housing	25.3	25.9	23.2	19.2
Shelter	14.1	14.3	12.9	10.8
Owned dwellings	8.3	7.1	8.4	8.0
Rented dwellings	4.6	6.3	3.5	1.4
Other lodging	1.2	0.9	1.0	1.3
Fuel, utilities, etc.	6.3	7.0	5.9	4.1
Household operations	1.3	1.0	1.0	1.1
Housefurnishings, equip.	3.5	3.6	3.4	3.2
Apparel & services	4.7	4.8	4.3	4.2
Transportation	17.3	19.9	18.1	13.5
Health care	3.7	4.0	3.2	2.4
Entertainment	3.8	3.9	3.7	3.4
Personal care	0.8	0.8	0.7	0.6
Education	1.1	0.6	0.8	1.1
Other (tobacco, insurance, contributions, etc.)	11.6	13.2	12.5	12.1

* Covers only those households which furnished information on major sources of income.

Source: U.S. Bureau of Labor Statistics, Consumer Expenditure Survey (USDL: 84-514)

CONSUMER EXPENDITURES

Among the variations in spending patterns, it will be noted that in households headed by persons age 25 to 44, spending for owned dwellings takes a share of income that is considerably above average. Younger households (heads under 25) have less to spend, and save less than other groups. Their pattern in spending shows a higher percentage of income going for food, for transportation and for rent, among other things.

Personal Consumption Expenditures For Apparel & Homefurnishings

Based on U.S. Bureau of Census data, following are figures on personal consumption expenditures for selected categories. This represents the total value at retail of merchandise reaching the consumer, including sales through retail outlets as well as through other sources.

Personal Consumption Expenditures For Apparel, Footwear & Homefurnishings, 1981-1983

	Millions of $			% To Disposable Income		
	1983	1982	1981	1983	1982	1981
Clothing & accessories (not incl. military clothing, jewelry, or footwear)*	$106,429	$ 99,920	$ 95,778	4.6%	4.6%	4.7%
Women's, girls', infants'	70,566	65,383	62,779	3.0	3.0	3.1
Women's (estimated)	55,000	51,000	49,000			
Men's & boys'	35,863	33,907	32,999	1.5	1.6	1.6
Men's (estimated)	30,500	28,800	28,000			
Footwear, total	20,455	19,350	18,395	0.9	0.9	0.9
Women's, girls', infants' (est.)	11,864	11,668	11,037			
Women's (estimated)	10,514	10,352	9,749			
Men's & boys' (estimated)	8,591	7,682	7,358			
Men's (estimated)	7,630	6,637	6,438			
Homefurnishings, total	116,067	105,437	102,753	5.0	4.8	5.0
Furniture & bedding	21,385	19,421	18,853			
Major appliances, elec. housewares	21,837	19,911	19,508			
Dinnerware, tableware, glassware	10,738	9,756	9,388			
Other durable homefurnishings**	23,308	20,621	20,192			
Floor coverings	8,481	7,413	7,483			
Semi-durable homefurnishings***	11,932	11,058	10,453			
Home entertainment (TV, radios, records, electronic sys.)	26,867	24,675	24,359			

* Luggage is included in the apparel classification.

** Includes floor coverings, blankets, pillows, picture frames, art products, lamps, hand and power tools, etc.

*** Mainly textile homefurnishings except where included above. Includes piece goods for homefurnishings; also lamp shades, brooms, brushes.

Source: Based on reports from the Department of Commerce, Office of Business Economics.

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